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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(27)

ABC- 7:30-8pm EST; RETURN; Jamie; from WABC-TV(NY), 12 stations live, 9 kine. Sponsor (sustaining, alternate weeks)- Duffy-Mott Co., Inc (Apple products, Sunsweet prune juice, Clapp's Baby Foods) thru Young & Rubicam, Inc(NY); Acct Exec- Frank Henderson; Agcy Superv- John Moorman; Comm Superv- Various. Pkgr- Talent Associates, Ltd(NY); Prod & Dir- Perry Lafferty; Assoc Prod- Frederick de Wilde; Writers- Various. Brandon de Wilde stars in the title role as an orphan boy of pre-teen age growing up with relatives; with Ernest Truex and Polly Rowles. Program returns after summer hiatus; last show June 7. Summer replacement has been documentary and travel films, sustaining.

DuM- 7:15-7:30pm EST, Mon thru Fri; DEBUT; Morgan Beatty and the News; from WTTG (Wash), stations indef. Sponsor- Miles Laboratories, Inc (Alka Seltzer, One-A-Day Vitamins) thru Geoffrey Wade Advertising(Chi). Pkgr- DuMont; Prod & Dir- Scudder Boyd. Commentator & reporter Morgan Beatty presents a nightly commentary on national and international affairs. Program replaces Marge and Jeff in this time spot, last show Sept 24.

NBC- 8-9pm EST, three weeks of every four; Caesar's Hour; from WNBT(NY), no. of stations indefinite. Sponsors- 1) American Chicle Co (Clorets, Dentyne) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Execs- Raymond Cabrera, Robert Etienne; Acct Superv- Richard A. Porter; Comm Superv & Dir- Norman Mathews; Commls- Live and film. 2) Speidel Corp (Watch Bands) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Herbert Vitriol; Agcy & Comm Superv- Walter Selden. 3) Radio Corp of America (RCA Victor) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Clinton F. Wheeler; Agcy Superv- Al Tennyson; Comm Superv- Marshall Stone; Comm Dir- Gordon Rigsby; Comm Anncr- Vaughn Monroe (live & film). Pkgr- Shellric Corp(NY); Exec Prod- Hal Janis(NBC); Prod- Leo Morgan; Assoc Prod- George Charles; Dir- Clark Jones- Asst Dir- Robert Hartung; Music Dir- Bernie Green; Art Dir- Herb Andrews; Costumes- Lou Eisele; Writers- Mel Tolkin, Tony Webster, Joe Stein, Aaron Rubin; Choreog- Boris Rumanin. Comedian Sid Caesar stars in his own program, with a flexible format from week to week, ranging from situation comedy, variety, book show to a revue; with regulars Carl Reiner and Howard Morris. The program will not be seen every fourth Monday, beginning Oct 18, when NBC's Monday evening spectaculars are presented.

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Monday(27)

NBC- 11:30pm-1am, Mon thru Fri; DEBUT; Tonight; from WNBT(NY), no of stations indefinite. Sponsors- Participations. Pkgr- NBC-TV(NY); Exec Prod- Mort Werner; Prod- Bill Harbach; Assoc Prod- Dale Remington; Dir- Dwight Hemion; Tech Dir- Carl Cabasin; Music Dir- Skitch Henderson; Asst Music Dir- Dave Hendry; Writers- Stan Burns, Herb Sargent. A network, expanded version of the Steve Allen Show which has been seen over WNBT(NY) since July, 1953. Allen will be supported on this music and comedy show by vocalists Steve Lawrence and Eydie Gorme, regulars on the local show; and Gene Rayburn as announcer and newscaster. Skitch Henderson takes over as orchestra leader with the net debut. (The Steve Allen Show will continue to be presented locally in New York, from 11:15-11:30pm, Mon thru Fri, sponsored by Jacob Ruppert (Knickerbocker Beer), with the same cast). Tonight will also include interviews and guest performances by music and theatrical personalities.

Tuesday(28)

ABC- 7:30-8pm EST; RETURN; Cavalcade of America, ON FILM; from WABC-TV(NY), 17 stations net, 12 delayed; 2 spots weekly, 43 spots alternate weeks. Sponsor- E. I. Du Pont de Nemours & Co thru Batten, Barton, Durstine & Osborn, Inc (NY); Acct Exec- Harold Blackburn; Agcy & Comm Superv- Hy Brown; Comm Anncr- Various. Film Prods- Jack Denove Productions and Jack Chertok Productions, Inc., both Hollywood, prepare different films in series. Editor- John Hamilton. Dramatizations of historic incidents in America's past. Program returns from summer hiatus on the network. Each season's programs are repeated in local spot showings during the summer.

ABC- 9-9:30pm EST; RETURN; The Danny Thomas Show, ON FILM; from WABC-TV(NY) & KABC-TV(LA), 42 stations net, 79 delayed. Alternate Sponsors- 1) American Tobacco Co (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc (NY); Acct Exec- William M. Spire; Agcy Superv- Thomas F. Vietor(NY), Jack Van Nostrand(H'wood). 2) Dodge Division, Chrysler Corp thru Grant Advertising, Inc (Chi). Pkgr- Marterto Productions(H'wood); Film Prod- Desilu Productions, Inc (H'wood); Prod- Louis F. Edelman(Marterto); Assoc Prod- Paul Jacobs; Prod Mgr- Argyle Nelson; Dir- Sheldon Leonard; Asst Dir- Edward Hillie; Music Dir- Earle Hagen & Herbert Spencer (Music Services, Inc., H'wood); Sets- Theodore F. Offenbecker; Costumes- Harald Johnson; Story Consult- Melville Shavelson; Writers- Various; Dir of Photog- Robert De Grasse; Film Ed- Danny Cahn. Danny Thomas returns in his starring role as an entertainer with problems in both his public life and his private life with his family; with Jean Hagen, Sherry Jackson, Rusty Hamer, Ben Lessy and Jesse White, as regulars. Program returns from summer hiatus, replacing summer re-runs of its earlier series.

NBC- 8-9pm EST, every fourth Tuesday; RETURN; The Martha Raye Show; from WNBT(NY), no. of stations indefinite. Sponsor- Hazel Bishop, Inc (No-Smear Lipstick, Complexion Glow, Nail Polish) thru Raymond Spector Co., Inc(NY); Acct Exec- Richard Blaine; Agcy Superv- Dick Ward. Pkgr- NBC-TV(NY); Prod- Karl Hoffenberg; TV Dir- Grey Lockwood; Stage Dir- Dave Alexander (first show only); Music Dir- Carl Hoff; Sets- Hjalmar Hermanson; Costumes- Guy Kent; Writers- Ed Simmons, Norman Lear; Choreog- Herb Ross. Martha Raye stars in a new series at a new time, but in essentially the same type of variety show as her once-a-month program on Saturday last season. Rocky Graziano will appear regularly as a featured performer. The Buick-Berle Show appears in this time spot on alternate weeks; Miss Raye will appear in ten shows, and Bob Hope will be starred in six.

Wednesday(29)

ABC- 8:30-9pm EST; SPECIAL (three weeks); Tales of a Wayward Inn and others, ON FILM; from WABC-TV(NY), to the net. Sustaining. Pkgr & Film Prod- Hal Roach, Jr(H'wood). Three films, pilots for series, will be shown in this time spot during successive weeks; 1) Tales of a Wayward Inn (Continued next page)

Wednesday(29)

ABC- Tales of a Wayward Inn (Cont'd from previous page): is based on stories concerning New York's famed Algonquin Hotel; this episode, starring John Carradine and Gloria Talbott, concerns the aspirations of an actress who comes to the Inn. 2) It Seems Like Yesterday (Oct 6) is a situation comedy with flash-back scenes concerning the early 1930's and the present; starring Jimmy Lydon and Mary Anderson. 3) Alias Mike Hercules (Oct 13) is a drama of a man sent wrongfully to prison who returns to aid people in trouble rather than seeking revenge; starring Hugh Beaumont.

ABC- 9-9:30pm EST; NET DEBUT; Masquerade Party; from WABC-TV(NY), 34 stations live, 45 kine. Alternate sponsors- 1) Remington-Rand, Inc (Electric Shaver Division) thru Young & Rubicam, Inc(NY); Acct Exec- Robert Eastright; Agcy Superv- David Levy. 2) Knomark Manufacturing Co (Esquire Boot Polish) thru Emil Mogul Co., Inc(NY). Pkgr- Wolf Productions(NY); Prod- Herb Wolf; Assoc Prod- Keith Taylor; Asst to Prod- Gene Mulligan; Dir- Lloyd Gross. Panel quiz show, with Peter Donald as m.c., with panelists attempting to guess indentities of celebrities disguised as characters representing their careers or lives; with regular panelists Buff Cobb, Ilka Chase, Ogden Nash, and a guest panelist weekly. The program debuted July 14, 1952, as a summer replacement series over CBS-TV, Mondays, 9:30-10pm, and has returned in the same spot during 1953 and this season. The new series on ABC-TV, marks the program's debut as a regular fall show. Last show over CBS-TV is Sept 27.

NBC- 12:45pm-concl. EST, four to seven consecutive days; SPECIAL; World Series; from WPIX(NY), to NBC-TV net, Sept 29, 30; from WNBK(Cleve), Oct 1, 2 (if additional games are necessary, Oct 3 from Cleveland Oct 4, 5 from NY), to 155 stations live in 150 cities, including 8 in Canada. Sponsor- The Gillette Co (Safety Razor Div) thru Maxon, Inc(Detroit); Acct Exec- Searle Hendee(Detroit); Radio-TV Acct Exec- Ed Wilhelm(NY). Pkgr- American & National Leagues, with NBC-TV; Prod & Dir- Jack Murphy(WPIX-NY-regular season telecasting station for the N. Y. Giants); Cleveland production by NBC crew. Announcers- Russ Hodges and Jack Brickhouse will do the play-by-play with others handling pre and post games. World Series of baseball, between the New York Giants (National League) and the Cleveland Indians (American League), best four out of seven games. This is the first year the series will be televised in all 48 states, with five (50 cities) seeing it for the first time. First telecast was in 1947 over a 4-city hook-up. If rain cancels any games, normal schedules will be presented.

NBC- 8-8:30pm EST; RETURN; I Married Joan, ON FILM; from WNBT(NY) & KNBH(LA), 63 stations net, 44 delayed. Sponsor- General Electric Co (Major Appliance Div) thru Young & Rubicam, Inc(NY); Acct Exec- G. Montagu Miller; Agcy Superv- Robert Buchanan(NY). Pkgr- Joan Davis Enterprises(H'wood); Prod- P. J. Wolfson; Dir- Ezra Stone (Don Weis, first 2 shows); Asst Dir- Tom Connor; Dir of Photog- James Van Trees; Film Ed- Marvin Coyle; Writers- Jesse Goldstein, Phil Sharp, Hugh Wedlock, Howard Snyder. Joan Davis stars in a domestic situation comedy, with Jim Backus as her husband. Program returns from summer hiatus; last show July 7. Summer replacement has been re-runs of previous series.

Thursday(30)

CBS- 8:30-9:30pm EST; DEBUT; Shower of Stars; from KNXT(LA), no. of stations indefinite. Sponsor- Chrysler Corp thru McCann-Erickson, Inc(NY); Acct Exec- Wells W. Spence; Agcy Superv- William E. Berchtold; Agcy Liaison- George Haight (H'wood); Comm Superv- Harry McMahon(H'wood); Comm Dir- Bud Cole. Pkgr- CBS-TV (LA); Exec Prod- Cecil Barker; Prod- Nat Ferrin; Dir- Seymour Berns; Music Dir- Gordon Jenkins; Choreog- Bob Sidney; Writer- Hal Kanter (premiere only); Original Score- Gordon Jenkins. Once a month compatible color music extravaganza, starring major names of the entertainment world. Betty Grable, Harry James and Mario Lanza star in the first musical revue. (continued next page)

Thursday(30)

CBS- Shower of Stars (Cont'd from previous page): Screen star William Lundigan will be host for the Shower of Stars and for Climax, the Chrysler-sponsored drama series to be seen three times each month in the same time spot. The twin series replaces Four Star Playhouse (moves from 8:30 to 9:30pm this day) and What Do You Have in Common, last show Sept 23.

CBS- 9:30-10pm EST; RETURN; Four Star Playhouse, ON FILM; from WCBS-TV(NY) & KNXT(LA), 62 net, 47 delayed (Singer); 61 net, 33 delayed (Parker). Alternate sponsors- 1) Singer Sewing Machine Co thru Young & Rubicam, Inc(NY); Acct Exec- Richard Dana; Agcy Superv- Jim Boyce; Comm Superv- Barbara Demoray. 2) Parker Pen Co thru J. Walter Thompson Co(Chi); Acct Exec- John Sandberg. Pkgr & Film Prod- Four Star Productions(H'wood); Exec Prod- Don Sharpe; Prod- Warren Lewis; Dirs- Various; Story Ed- Coles Trapnell. Drama series, starring Charles Boyer, Dick Powell and David Niven, with different guest stars, alternately. Program returns from summer hiatus, moving to a new time, one hour later (See program above). Summer placement was re-runs of previous films. In its new time, the program replaces Big Town, moving to NBC-TV for a new series; last CBS-TV show, Sept 23.

NBC- 9:30-10pm EST; RETURN; Ford Theatre, ON FILM; from WNBT(NY) & KNBH(LA), 78 stations net, 37 delayed. Sponsor- Ford Motor Co (Ford Division) thru J. Walter Thompson Co(NY); Acct Exec & Agcy Superv- Robert Ballin; Comm Superv- Edward Graham; Comm Dir- Harry Treleaven. Pkgr & Film Prod- Screen Gems, Inc(H'wood); Exec Prod- Fred Briskin; Prods- Irving Starr, Michael Kraike; Dirs- Various; Script Eds- Morris Levy(Screen Gems, NY), Harry Fried(Screen Gems, H'wood). Drama series, with various stars and supporting casts each week, returns from summer hiatus; last show June 24. Summer replacement has been re-runs of past films.

Friday(Oct 1)

ABC- 9-9:30pm EST; RETURN & NET DEBUT; Dollar A Second; from WABC-TV(NY), 28 stations live, 89 kine. Sponsor- Mogen David Wine Corp thru Weiss & Geller, Inc(Chi); Acct Exec- Marvin Mann; Agcy & Comm Superv- Frank Higgins(NY); Comm Dir- Dave Brown; Prog & Comm Anncr- Ken Roberts. Pkgr- Trinity Telefilms thru William Morris Agency(NY); Prod- Jess Kimmel; Dir- Dave Brown. Audience quiz and stunt show, with Jan Murray as m.c., with contests in which people answer questions in a race against time determined by events beyond the control of the studio. Program debuted for the current sponsor over the DuMont net, Sept 20, 1953. It moved to NBC as a summer replacement program, July 4, 1954, sponsored by the Toni Co; last show Aug 22. In its new ABC spot it replaces The Paul Hartman Show (Pride of the Family); last show Sept 24.

ABC- 9:30-10pm EST; DEBUT; The Vise, ON FILM; from WABC-TV(NY) & KABC-TV(LA), 50 stations net, 32 delayed. Sponsor- Sterling Drug, Inc (Bayer Aspirin, Phillips Milk of Magnesia, Phillips Tablets) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- George Tormey. Pkgr- The Danzigers(England); Prods- Edward J. and Harry Lee Danziger; Dir- David McDonald; Music Composer & Dir- Edwin Astley; Writers- James Eastwood, Kate Barley. (All production credits are for first film, except Eastwood who was writer on first 3; other credits not available at present). Ron Randell is on screen host for the series, which has various stars in stories of how fate closes in on men and women when they attempt to tamper with destiny.

CBS- 9:30-10pm EST; RETURN; Our Miss Brooks, ON FILM; from WCBS-TV(NY) & KNXT(LA), 49 stations net, 15 delayed. Sponsor- General Foods Corp (Various products) thru Young & Rubicam, Inc(NY); Acct Exec- Robert Mountain; Agcy Superv- Lee Strahorn. Pkgr- CBS-TV; Film Prod- Desilu Productions, Inc(H'wood); Prod- Larry Berns; Dir- Al Lewis; Writers- Lewis and Joe Quillan. (Continued next page)

Friday(Oct 1)

CBS- Our Miss Brooks (Cont'd from previous page): Eve Arden stars as an unmarried high school teacher in this situation comedy; with Gale Gordon, Bob Rockwell, Dick Crenna, Jane Morgan, Gloria McMillan. Returns from summer hiatus; summer replacement has been re-runs of past films.

CBS- 10-10:30pm EST; DEBUT; The Lineup, ON FILM; from WCBS-TV(NY) & KNXT(LA), 77 stations net, 33 delayed. Sponsor- Brown & Williamson Tobacco Corp (Viceroy Cigarettes) thru Ted Bates & Co(NY); Acct Exec- Howard Black; Agcy Superv- Thomas F. Harrington; Prog Anncr- Art Gilmore. Pkgr- CBS-TV; Film Prod- Desilu Productions, Inc(H'wood); Exec Prod- Cecil Barker; Prod- Jaime del Valle; Dirs- Thomas Carr, Felix Feist, Earl Bellamy; Asst Dirs- William Beaudine, Jr., John Pommer, Jack Aldworth; Music Dir- Eddie Dunstedter; Dir of Photog- Nick Musuraca; Film Ed- Phil Cahn; Writers- Various. Detective series dramatizing stories from the files of the San Francisco Police Dept; starring Warner Anderson and Tom Tully. Program replaces Viceroy Star Theatre, a summer fill-in film show for the same sponsor.

NBC- 8-8:30pm EST, three out of four Fridays; RETURN & NET DEBUT; The Red Buttons Show; from WNBT(NY), no. of stations indefinite. Sponsor- Pontiac Motor Div, General Motors Corp thru MacManus, John & Adams, Inc(Bloomfield Hills, Mich) Agcy Superv- Henry G. Fownes(NY). Pkgr- NBC-TV(NY); Prod- Ben Brady; Dir- Julie Oshins; Music Dir- Elliot Lawrence; Writers- Danny Simon, Milt Rosen; Songs- Lester Lee. Red Buttons stars in his own comedy revue. The program originally debuted over CBS-TV, Oct 14, 1952 and was last shown on CBS on June 14, 1954. The Dave Garroway Show was in this time spot for the sponsor last season.

Saturday(Oct 2)

NBC- 9-9:30pm EST, three out of four Saturdays; DEBUT; Imogene Coca Show; from WNBT(NY), no. of stations indefinite. Sponsors- Lewis Howe Co (Tums) thru Dancer-Fitzgerald-Sample, Inc(NY), sponsors a 10-minute segment each week; three other sponsors alternate in sponsoring the other two 10-minute segments each week: Griffin Manufacturing Co, Inc (Shoe Polish) thru Bermingham, Castleman & Pierce, Inc(NY): Johnson & Johnson (Band Aids & other products) thru Young & Rubicam, Inc(NY); S.O.S. Co(scouring pads) thru McCann-Erickson, Inc(SF). Pkgr- Cameron Prodns(NY); Prod & Dir- Marc Daniels; Asst Prod- Frank Sutton; Music Dir- George Bassman; Sets- Kathleen Ankers; Costumes- Sal Anthony; Writers- Lucille Kallen, Ernest Kinoy, Max Wilk; Choreog- John Butler, assisted by Dorothy Jarnac. Imogene Coca stars in a situation comedy with music, playing herself, with guest stars. The program, with the two that follow in this listing, are replaced every fourth Saturday by a Max Liebman spectacular. (see page 158).

NBC- 9:30-10pm EST, three of four Saturdays; DEBUT; Texaco Star Theatre; live and film alternate weeks, this week live; from KNBH(LA), live and film & WNBT (NY), on film weeks, no. of stations indefinite. Sponsor- The Texas Co (Texaco gasoline and other products) thru Kudner Agency, Inc(NY); Acct Exec- Gerry Johnstone; Agcy Superv- Myron Kirk; Comm Superv- Various. Jimmy Durante in the Club Durant (cq) will inaugurate the series in a live show and will alternate weekly with the filmed Donald O'Connor Show (credits for the latter, next week). Durante production credits: Pkgr- NBC-TV(LA); Prod & Dir- Eddie Buzzell; Assoc Prod- William Harmon; Music Dir- Roy Bargy; Writers- Jack Elinson; Jack Barnett; Jerry Stander. (See Coca listing above for scheduling info).

NBC- 10-10:30pm EST; DEBUT; George Gobel Show; from KNBH(LA), no of stations indefinite. Alternate sponsors- 1) Armour & Co (Dial Soap and other products) thru Foote, Cone & Belding(Chi); Acct Exec- W. R. Forrest. 2) Pet Milk Co (Milk products) thru Gardner Advertising Co (St. Louis); Acct Exec- Champ Humphrey(St. Louis); Agcy Superv- Roland Martini(NY). Pkgr- NBC-TV(LA); Prods- Bud Yorkin & Ed Sobol; Dir- Hal Kanter; Tech Dir- Bud Yorkin; (Continued next page)

Saturday(Oct 2)

NBC- George Gobel Show (Continued from previous page): Music Dir- John Scott Trotter; Writers- Hal Kanter, Jimmy Allerdice, Jack Douglas, Harry Winkler. George Gobel stars in a situation comedy and variety show (presented three of four weeks on same schedule as two preceding shows), with weekly guest stars.

Sunday(Oct 3)

CBS- 7:30-8pm EST, alternate Sundays; RETURN; Jack Benny Show, LIVE or FILM various weeks; live from KNXT(LA), film from KNXT & WCBS-TV(NY), 118 stations net and live, 25 stations delayed and kine. Sponsor- American Tobacco Co (Lucky Strike Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Thayer Cumings. Pkgr- CBS-TV; (Prod for 10 film shows during season, McCadden Corp, H'wood); Prod- Hilliard Marks; Dir- Ralph Levy; Music Dir- Mahlon Merrick; Sets- Robert Lee; Writers- Sam Perrin, George Balzer, Milt Josefsberg, John Tackaberry; for films, Dir of Photog- Phil Tannura; Film Ed- Stanley Frazen. Jack Benny returns with his comedy program for his fifth TV year (debut, Oct 28, 1950) with his regulars, Eddie "Rochester" Anderson, Don Wilson, The Sportsmen and others. Program returns from summer hiatus; last show June 6. (See page 155).

CBS- 10-10:30pm EST; DEBUT; Father Knows Best, ON FILM; from WCBS-TV(NY) & KNXT (LA), 81 stations net, 34 delayed. Sponsor- P. Lorillard Co (Kent Cigarettes) thru Young & Rubicam, Inc(NY); Acct Exec- Bill Thompson; Agcy Superv- David Levy; Comm Anncr- Allan Anthony. Film Prod- Screen Gems, Inc(H'wood) Eugene B. Rodney; Dir- William D. Russell; Dir of Photog- Gert Anderson; Film Ed- Richard Fantl; Writers- Dorothy Cooper, Paul West, Phil Davis, Roswell Rogers and Harry Clark and Sumner Long. Situation comedy based on the radio series of the same name, starring Robert Young and co-starring Jane Wyatt as his wife; featuring Elinor Donahue, Billy Gray and Lauren Chapin as their children. Program replaces The Web for the same sponsor. The Web's last show, Sept 26.

DuM- 12noon-1pm EST; RETURN; New York Times Youth Forum; from WABD(NY), to the net. Sustaining. Pkgr & Prod- Dorothy Gordon with DuMont net; Dir- Dick Sandwick. Dorothy Gordon moderates a panel discussion of issues and personalities of the day, with a panel of six high school students, from public, private and parochial schools, and one adult guest who is connected with the topic under discussion each week. Program returns from summer hiatus.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Studebaker-Packard Program Starring Martha Wright (Sun, 9:15-9:30pm) New network title for program, effective immediately.

Pepsi-Cola Playhouse, ON FILM; NEW SERIES Oct 3; Sun, 7:30-8pm EST., no. of stations indefinite. Sponsor- Pepsi-Cola Co thru The Biow Co(NY). Pkgr & Film Prod- Revue Productions, at Republic Studios, H'wood; Prod Superv- Carl F. Hiecke Dirs- Various. Polly Bergen is new hostess for drama series, with various stars and production personnel. Previous series starred Anita Colby as hostess.

CBS- Public Defender (Thurs, 10-10:30pm EST) New day and time, effective Sept 30. Last show in previous spot, Mon, 9-9:30pm, is Sept 27. Program replaces The Telltale Clue on Thursday; last show Sept 23.

Winky Dink and You (Sat, 10:30-11am EST; Sun, 12noon-12:30pm EST) New twice weekly schedule, effective Sat, Sept 25.

NBC- American Inventory (Sun, 12:30-1pm EST) New time, effective Sept 26, moving from Sun, 2-2:30pm.

OTHER NET CHANGES(Cont'd)

NBC- The Hunter (Sun, 10:30-11pm EST) Keith Larsen replaces Barry Nelson in the role of Bart Adams, in second series of 13 films, effective Oct 3.

Today; NET AND PRODUCTION CHANGES Sept 27; Mon thru Fri, 7-9am EST & CST; 8-9am PST. Add Seven to Eight, West Coast stations only, 7-8am. Sponsors- Participations. Today production staff: Pkgr- NBC-TV(NY); Exec Prod- Jac Hein; Prod- Robert Bendick; Assoc Prod- Lou Ames; Dir- Robert Merriman; Managing Ed- Gerald Green; Music Dir- Penn Fulton; Feature Staff- Mary Kelly, Joe Michaels, Tom Naud, Cliff Evans, Betty Folker, Beverly Gary. Seven to Eight: Pkgr- NBC-TV(LA); Prod- Joe Thompson. Dave Garroway, with Jack Lescoulie, Frank Blair and chimpanzee J. Fred Muggs, present news and special features on Today as before, with the program now seen coast-to-coast via via a quick kine of the 8-9am segment. Johnny Grant m.c.'s a special similar show for West Coast NBC stations, 7-8am.

LOCAL STATION ACTIVITY

WNBT(Ch 4) New York - Kids Today; DEBUT Sept 27; Mon thru Fri, 6:45-7am EST. Sustaining. Pkgr- WNBT; Prod & Dir- Mike Garguilo. Herb Sheldon presents tips and school news, weather reports and other information in a pre-school time junior almanac series, for children of all ages.

WNBT - Reading to Read By; DEBUT Sept 27, Mon thru Fri, 1-1:15am EST. Sustaining. Pkgr- WNBT; Prod- Selig Alkon. Tex Antoine reads selections from the world's great authors while an actual copy of his material is on the screen. Dr. John Milton French, director of the English Dept, Rutgers University, chooses the material.

WATV(Ch 13) Newark, NJ - The Spanish Hour, LIVE & FILM, STATION DEBUT Sept 26; Sun, 9:30-11pm EST. Pkgr & Prod- Don Passante. Latin-American variety program, with live entertainers and film clips. Don Passante is m.c., speaking in English, and Miguel Machuca does the Spanish intros; both handle commercials. Program has been presented Mondays, 10-11pm, over WOR-TV; last show Sept 20.

WOR-TV(Ch 9) New York - Hollywood Preview, LIVE & FILM; DEBUT Sept 24; Fri, 7-7:30pm. Sustaining. Pkgr- Balsan Productions, Inc(NY); Prods- Bruce Balaban, David J. Sanders. Dan McCullough is narrator-commentator and host for the program, introducing highlights of new films before they open in New York and also interviewing in person people connected with some of the productions.

KTTV(Ch 11) Los Angeles - The Harry Richman Show; DEBUT Sept 24; Fri, 9:30-10pm PT. Sustaining. Pkgr- Sam Howard & Leo Turtledove; Prod- Busby Berkeley; Dir- Joe Agnello(KTTV); Music Dir- Jack Stanley. Harry Richman presents the songs he made famous in a music and variety program originating from Frank Senne's Moulin Rouge in Hollywood; with The Encores quartet and the Moulin Rougettes.

KRON-TV(Ch 4) San Francisco - Kingdom of Toys; DEBUT Sept 23; Thurs, 6-6:15pm PT. Sponsors- Normans Kingdom of Toys and Christopher Dairy Farms. Pkgr & Prod- Art Blum & Norman Rosenberg; Dir- Dave Fulmer. Norman Rosenberg plays King Norman, entertaining ten children on the program each week to operate toys representing various themes. Each week the program will also honor a boy or girl from a Bay Area children's organization or club to be "knighted" on the show.

FILM DIGEST: The new Robert Cummings Show, scheduled to replace The Hunter over NBC-TV for R. J. Reynolds Tobacco Co, will roll at McCadden Corp (General Service Studios) in late October. Writer Paul Henning will also produce......... Andy Devine will take over as star and narrator of Frank Ferrin's Smilin Ed's Gang series and as soon as the the new films are ready for presentation, the series will be retitled Andy's Gang. ....Eugene Solow and Brewster Morgan are completing the first 13 in their Authors Playhouse series at Goldwyn Studios. The first three will be ready for showing about mid-October........ Dan Duryea is in San Francisco for library filming for new films in the China Smith series. Reruns around the country during the past few years have involved the 13 originally made. Twenty six more will be completed by early next year....... The only actors and actresses refusing to do commercials for film series (as Claudette Colbert did) are those that are financially secure or those that prefer not to eat and live television, film or live.

The Blondie pilot film which Hal Roach, Jr., rolled last week has Tom McKnight as producer, Abby Berlin as director, and stars Pamela Britton and Hal Le Roy in the lead roles, with Robin Raymond in a supporting role. Three other pilots previously made by Roach are getting a net showcase over ABC-TV, starting this week (See page 165); Tales of a Wayward Inn, It Seems Like Yesterday, and Alias Mike Hercules.........Networks with options on film series put themselves in a prime position to get nationwide reaction from audiences on new series before a commitment to shoot extra films for a series that a sponsor has not yet shown an interest in. NBC's sneak preview of the new Alan Young Show (critics' reactions were mixed), ABC's Album series which resulted in several live sales, and others, serve to take some of the pressure off network buys.. ....Duke Goldstone, who had to bow out on the Betty White Show for Guild Films because of a schedule conflict with other Guild shooting, has had to replace musical director Harry Zimmerman on the Florian ZaBach series because of a future assignment on the Dinah Shore and Frankie Laine shows. Phil Boutelje has taken over on the ZaBach series as musical director........CBS's The Whistler series, now in production, will have familiar movie names starring in various episodes of the series. The first four will have Barton MacLane, Lon Chaney, Tom Brown and Jess Barker, starring individually in each.

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NEWS & COMMENT: The continuing shakeups in executive and departmental posts at the networks (DuMont had its earlier, so is comparatively settled down now) has many staffers in a general state of anxiety. No one knows when a minor sin out of the past might be remembered and be cause for dismissal. When the net television divisions first started their upbeat they were appendages on the radio divisions. As they burgeoned, TV was split off from radio in separate organizations. Now that network radio is starting to fade as syndicates and transcription services move in with big star series at lower prices to stations and sponsors than net packages, the

(continued, next column)

networks are again revising their organizations, combining the best television and radio personnel into unit organizations so that if and when net radio really goes, at least it will not be an organization calamity. As a concomitant, the nets are pruning costs to prepare for the storm coming in 1955 when many sponsor shifts are again expected. (Ross Reports has had to list more new and returning series during the past month than at any time in its history, according to the records).

While the boughs were shaking the leaves down, DuMont awarded gold pins to four men who have been associated with the net since 1944: Frank Bunetta, producer-director and in charge of the development of new production techniques for the net; Leonard Messina, technical director; Eric Herud, the net's technical operations engineer, and Robert Willis, in the net's scenic dept.... ....Bernard C. Barth has resigned as general program director for the Crosley Broadcasting Corp in Cincinnati to become v.p. and general mgr of the new commercial TV station to be built by Notre Dame on its campus at South Bend, Ind.... ..Neal Van Ells has resigned as program director of WLW-T(Cinn) to move to New York........Joe Jenkins has been named program director of WTVN (Columbus, O).

Affiliated Artists (Irene Etkin, Robert Mayberry) announced the addition of agent Frances Hidden to the staff. Former associate Lee Wallace is now working with radio producer Arthur Henley........Daniel S. Mead, New York literary agent, is now handling TV scripts for his own office. Former TV script agent was Gloria Birnbaum........Deborah Coleman, New York artists rep, is now at 200 W 57th St (PL 7-6272). Cameron Productions, new TV packaging firm (Imogene Coca Show) is at the same address and phone......... Julian Claman, former script editor and producer with Talent Associates, Ltd., New York, has left the organization to concentrate on the writing of a play for prospective Broadway production.. ....Milton Goldman, formerly associated with the late Paul Small, has opened offices at 22 E 60 St (MU 8-0840)........Allen Ducovny, former producer for Rockhill Productions (Tom Corbett, Space Cadet), is now with D'Arcy Advertising in New York as a production supervisor.

Medicine appears to be newest star of the TV screens. The Crosley stations in Cincinnati and Dayton just ended a medical series with the live telecast of a Caesarian birth, 10th program in a series approved and supervised by local medical groups. WBAL-TV(Balt) starts a new medical series Oct 3, the story of man from birth to death.

PERSONNEL CHANGES: ABC executive changes: John Daly is now v.p. in charge of the consolidated news and special events dept, with Thomas Velotta as v.p. and administrative officer. Gene Accas is director of a new advertising, promotion and publicity dept for radio and TV nets. Robert F. Lewine promoted to director of the ABC TV net's program dept. Don Durgin named director of sales development and research for the ABC radio and TV nets........John Derr named director of sports for CBS, for both TV and radio. ....Evelyn F. Burkey is executive director for the newly organized Writers Guild of America (East), 550 Fifth Ave (PL 7-8319). She was formerly with the Authors League, working with the Television Writers Group.

TALENT SHOWSHEET SEPTEMBER 27-OCTOBER 3, 1954

Most of the shows on September 24, 25, 26 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, October 1. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY SEPTEMBER 24

HOLLYWOOD PREVIEW (Dan McCullough)	WOR 7pm	Sarita Montiel, Leon Shamroy (cameraman); film clips from Vera Cruz, Suddenly, Sabrina
THE STRANGER (Robert Carroll)	DuM 9pm	The Build-Up - (O) by James Blumgarten; with Bill Gunn, P. Jay Sidney, Arny Freeman, Will Scholz, Joseph Roman; (SD)

SATURDAY SEPTEMBER 25

CAMERA THREE (James Macandrew)	WCBS 2pm	The People, Yes - (O) by Carl Sandburg, (A)-(SW); with Jean Stapleton, Earle Hyman, Gerald Sarracini, Jared Reed (M&S), Michael Kane; (SD)
ETHEL AND ALBERT (Peg Lynch & Alan Bunce)	NBC 7:30	regulars & Joseph Sweeney, Roy Fant, Alan Hewitt, Nancy Sheridan, Lester Lonergan, Jr.; (SW & SD)
MAX LIEBMAN PRODUCTION	NBC 9pm (COLOR)	Lady in the Dark - with Ann Sothern, Shepperd Strudwick, James Daly, Luella Gear, Paul McGrath, Robert Fortier, Carleton Carpenter, Stephanie Augustine, Jim Congdon, Marjorie Barrett, Douglas Reed, Brooke Byron, Adele Newton, Bambi Linn & Rod Alexander (latter 2, D), the 5 Escorts (Bill Andrew, Bert Henderson, Jack Mattis, Jack Boyle, Todd Miller,D); (O) by Moss Hart, TV (A) by Billy Freidberg; Music by Kurt Weill, Lyrics by Ira Gershwin; Choreography by Rod Alexander; Book Staged by Jeffrey Hunter; TV Dir - Bill Hobin
STORK CLUB (Sherman Billingsley)	ABC 10pm	Vivian Blaine (S), Robert Young, Ronald Reagan, Rita Hayes (S), Danny Scholl (S), Bobo & Bobby (C)

SUNDAY SEPTEMBER 26

A PRECIOUS HERITAGE	CBS 10am	The Cord Over the Abyss - (O) by Morton Wishengrad; with Jennie Goldstein, Michael Rosenberg, Norma Crane, Michael Toland; (SD, LAST SHOW OF SERIES)
HALLMARK HALL OF FAME	NBC 5-6pm	The Story of Moses - (O) by Helene Hanff; with John Barrymore, Jr., Natalie Wood, Karen Sharpe, Douglas Dumbrille, Gertrude Michael, Morris Miller, Gene Reynolds, Venetia Stevenson, Sid Clute, Don Randolph, Louis Letteri; (SD,H'D)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Return of Ulysses - (O) by Jeremy Daniel; with Neva Patterson, John Baragrey, Doug Watson, Philip Bourneuf, Augusta Dabney, Milton Selzer, Bruce Gordon, Richard Casey, Frederic Downs, Jack Bittner; (SD)
MR. PEEPERS(Wally Cox)	NBC 7:30	regulars & Herbert Anderson, Dick Dudley, Madeleine Lee;(SW,D)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Willy Mays, Bob Lemon, Early Wynn, Mike Garcia(all baseball, latter 3 in remote pick-up from Cleveland); Harry Belafonte (S), Sam Levenson (C), the Obernkirchen Children's Choir(S), Los Chevales de Espana & Trini Reyes (D)
COLGATE COMEDY HOUR	NBC 8pm	Johnny Ray (S), Joe E. Lewis (C) the Latin Quarter Revue including Jane Morgan (S), the Bernard Brothers (S&panto), the Seven Ashtons (acro), the five Debonnaires (D), Latin Quarter Chorus Line, "Look" Magazine All American Baseball Team interviewed by Russ Hodges (sportscaster)
GENERAL ELECTRIC THEATRE	CBS 9pm	Nora - (O) by Henrik Ibsen (A Doll's House), (A) by George Bellak; with Phyllis Thaxter, Patric Knowles, Luther Adler; (SD) by Don Medford (PREMIERE OF NEW SERIES)
ROCKY KING,DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	Key to Murder - (O) by Gordon Fell; with Stephen Elliott, John Seymour, William Mason, Gerald Milton, Walter Arnold, Michael Fapack; (SD)

Duffys' Tavern (Ed Gardner)	WNBT 7pm	Archie's Rich Uncle - with regulars & Edgar Buchanan, Danny Richards, Jr., Donald Kerr; (SD)
JAMIE (Brandon de Wilde)	ABC 7:30	(O) by David Shaw; with regulars & Edgar Stehli, Jane Rose, Anne Seymour, Paul Lipson; Prod & (SD) by Perry Lafferty (PREMIERE OF NEW SERIES)
CAESAR'S HOUR (Sid Caesar)	NBC 8pm	regulars: Carl Reiner, Howard Morris, Virginia Curtis; & Gina Lollobrigida, Ty Perry, Paul Reed, Joe DeSantis, Gerald Lee;
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Ted Browne (S), Samuel Sanders (M), Patti Chapman (S)
VOICE OF FIRESTONE	ABC 8:30	Lois Hunt, Thomas Hayward (both S)
Public Defender (Reed Hadley)	CBS 9pm	Fire Bell - (O) by David Dortort; with Walter Coy, Catherine McLeod, Darryl Hickman; (SD)
The Medic (R. Boone)	NBC 9pm	I Climb the Stairs - with Sallie Brophy; (SW & SD)
ROBERT MONTGOMERY	NBC 9:30	A Dream of Summer - (O) by Noel B. Gerson; with Jackie Cooper, Virginia Vincent, Sandra Deel, Fred Sadoff, Ann Deere, Stuart MacIntosh, Fred Wayner, Bill Pierson, Shirley Grayson, Paul Godkin, Sid Raymond; Choreography - Bob Shearer; (SD) by Jim Sheldon
STUDIO ONE	CBS 10pm	The Education of Hyman Kaplan - (O) by Leonard Q. Ross, (A) by Howard Rodman; with Jacob Kalich, Maria Riva, Bert Freed, Jonathan Harris, Mike Kellin, Victor Thorley, Augusta Merighi; (SD) by Paul Nickell; Title drawing by Rudi Bass
Adolphe Menjou's Favorite Story	WNBT 10:30	Twenty One Days - (O) by Leonard St. Clair; with Menjou, Brett King, Gertrude Michael, Ed Hinton, Joel Allen, Alan Reynolds, Gayne Whitman, Rosa Truich

TUESDAY SEPTEMBER 28

Janet Dean, R. N. (Ella Raines)	WNBT 7pm	Johnson Case - (O) by James Cavanagh; with Everett Sloane, Janet Ward, Philip Pine, Leora Thatcher, Lenore Lonergan, Ann Sorg, Walter Kohler; (SD)
Cavalcade of America	ABC 7:30	Mountain Man - (O) by Paul Franklin; with Gregory Walcott, Eugenie Paul, Larry Johns, Paul Picerni, Guy Prescott, Keith Richards, Edward Colmans
Waterfront (Preston Foster)	WABD 7:30	Term Paper - Series characters created by M. Bernard Fox; (O) by Fox & Robert J. Shaw; with regulars Preston Foster, Lois Moran; & Douglas Dick, Ted DeCorsia, Pinky Tomlin, Jack Daly, Tristram Coffin, Pat Collins; Dir by John Brahm (PREMIERE)
MARTHA RAYE (Rocky Graziano)	NBC 8pm	Wally Cox; (O) by Ed Simmons & Norman Lear; Prod by Karl Hoffenberg; TV Dir - Grey Lockwood; Music - Carl Hoff; Choreographer - Herb Ross (FALL PREMIERE)
RED SKELTON	CBS 8pm	Betty Madigan (S), the Szonys (D)
THE BLUE ANGEL (Orson Bean)	CBS 8:30	Hildegarde (S), Jack Whiting (S&D), Mata & Hari (D), Robert Clary (S)
Studio 57	DuM 9pm	No Great Hero - (O) by Richard Grey, (A) by Fenton W. Earnshaw; with Craig Stevens, Betty Lou Gerson, Leon Askin, Konstantin Shayne, Harlan Warde, Gay Gallagher, Bert LeBaron; (SD) by Richard Irving
Fireside Theater (Gene Raymond)	NBC 9pm	Afraid to Live - (O) by John W. Vandercook, (A) by Charles Bennett; with Thomas Mitchell, Dorothy Malone, Charles Drake, Robin Hughes, Robert McNeilly, Paul Thompson, Maidie Norman
Danny Thomas - Make Room for Daddy	ABC 9pm	Family Troubles - with regulars & Louise Beavers, Marc Sutherland; (SW & SD, PREMIERE OF FALL SERIES)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	The Judged - (O) by George Bellak; with Walter Abel, Barbara O'Neil, Charles Taylor, Ronnie Welsh, Buzzy Martin, Ken Walken, JohnConnaughton; (SD)

TUESDAY SEPTEMBER 28 (Cont'd)

DANGER	CBS 9:30	Cornered - (O) by Ben Benson, (A) by Paul Monash; with Everett Sloane, John Kellogg, John Shay, Arthur Batanides, Allan Tower, Don Keefer, Helen Auerbach, Martin Newman, Peter Gumery, Charles Welch, John Campanella, Mary Lou Taylor, Robert Geiringer; (SD)
UNITED STATES STEEL HOUR	ABC 9:30	Baseball Blues - (O) by Steven Gethers; with Frank Lovejoy, Edward Andrews, House Jameson, Harry Bellaver, Billie Worth, Bob Brivic, Bernice McLaughlin, Lefty Gomez, Frankie Frisch (latter 2, baseball); (SD)
LIFE WITH FATHER (Leon Ames & Lurene Tuttle)	CBS 10pm	Father and the Barber - (O) by Whitfield Cook; with regulars & Robert Emmett Keane, Dick Elliott, Maudie Prickett, Paul Wexler; (SD, FROM HOLLYWOOD)
It's a Great Life (O'Shea, Bishop, Dunn)	NBC 10:30	Objective Moon - with regulars & Marie Windsor, James Flaven, Jimmy Cross; (SW & SD)

WEDNESDAY SEPTEMBER 29

Wild Bill Hickok (Guy Madison & Andy Devine)	WNBT 6pm	Civilian Clothes - with regulars & Norma Eberhardt, John Merton, Pat Mitchell, Leonard Penn, Fred Kelsey, Ric Vallon, Tris Coffin, Bill Hale; (SD)
SOLDIER PARADE	ABC 7:30	Polly Bergen subs as guest hostess for Arlene Francis
My Little Margie (Storm)	NBC 8:30	Parrot Gold - with regulars & Roger Pace; (SW & SD)
Tales of a Wayward Inn	ABC 8:30	(O) by Siegfried Herzig & Frederick Stephani; with Brian Aherne, John Carradine, Gloria Talbot, Jimmy Lydon, Claire Carleton, Pom Pom (dog); Dir by Roy Kellino (THIS TIME ONLY, NET ONLY; PREMIERE OF BAREFOOT CONTESSA SEEN ON WABC)
KRAFT TELEVISION THEATRE	NBC 9pm	A Simple Matter - (O) by Marie Baumer; with Joey Walsh, Harry Townes, Hiram Sherman, Joe Maross, Ruth Matteson, Don Hamner, Audra Lindley; (SD)
CONCERT TONIGHT (Margaret Hillis)	DuM 9pm	Adele Addison, Doris Okerson, Robert Price, Arthur Burrows (all S); John Wustman, Florence Kirsch, Patricia Roth Ienni (all M) & N.Y. Concert Orchestra & Concert Choir
Douglas Fairbanks	WNBT 10:30	Mr. Sampson - with Dame Sybil Thorndike
The Big Moment	WABC 10:30	(O) by Don Mankiewicz; with John Derek, Thomas Mitchell, Donna Reed, Eduard Franz, Forrest Tucker, Stevie Roberts, Don Bender, Ray Galli, Henry Corden, Gil Warren, Booth Coleman, Grace Hayle, Josephine Wittell, Harry Harvey, Lawrence Dobkin; Prod with cooperation of Paramount by Mel Epstein for U.J.A.; Dir by Nathan Juran; Photographed by Lionel Linden (THIS DATE ONLY)

THURSDAY SEPTEMBER 30

Foreign Intrigue	WNBT 7pm	F. I. in Forged Passports - (O) by Sheldon Reynolds; with James Daly introducing new regular Gerald Mohr as "Christopher Storm"; & Francoise Prevost; (SD) (PREMIERE, FALL SERIES)
Ray Milland (Phyllis Avery)	CBS 8pm	(O) by Arthur Alsberg & Nate Monaster; with regulars & Jacqueline deWit; (SD)
SHOWER OF STARS (William Lundigan)	CBS 8:30 (COLOR)	Betty Grable, Harry James (M), Mario Lanza (S), Marvin Kaplan (C), Fred Clark (C), others to be announced; special lyrics for St. Louis Blues by Milton Pascal, arranged by Fred Steine (O) by Hal Kanter; Music Score (O) & Cond by Gordon Jenkins (H'D)
JUSTICE (Gary Merrill)	NBC 8:30	The Frightened Clown - (O) by Mann Rubin; with Geraldine Fitzgerald, Paul Hartman, King Calder, Emmett Vogan, Marilyn Clark, & others to be announced; Gary Merrill replaces Westbrook Van Voorhis as regular effective this date; (SD)
SO YOU WANT TO LEAD-BAND	ABC 9pm	Judy Lynn (S)
Ford Theatre	NBC 9:30	The Trouble with Youth - (O) by William Bowers; with Paul Douglas, Constance Moore, June Vincett, Lucy Marlow, Diane DeLaire, Chet Marshall, Ray Walker, Vince Barnett, Prod by Irving Starr; Dir by Fred F. Sears (PREMIERE, FALL SERIES)

THURSDAY SEPTEMBER 30

Four Star Playhouse	CBS 9:30	Man in the Cellar - (O) by Marc Brandel, (A) by J. Gwen Bagni; with Charles Boyer, Mae Clark, Peter Raynold, Donald Murphy, Elaine Williams, Fay Baker, Beverly Washburn, John Doucette, Frank Gerstle, Alene Towne; Dir by Robert Florey(FALL PREM'RE, MOVES TO THIS SPOT THIS DATE)
KRAFT TELEVISION THEATRE	ABC 9:30	The Oath of Hippocrates - (O) by M. V. Heberden; with Lloyd Bochner, Sally Chamberlin, Guy Spaull, John Stephen, Margery Maude, Ted Newton, Stefan Schnabel, Philippa Bevans, Peter Donat, Tony Bickley, Michael Everett, Nick Saunders
LUX VIDEO THEATRE (James Mason)	NBC 10pm	Meet Jo Cathcart - (O) by John McGreevey; with Virginia Bruce, Bruce Bennett, others to be announced; (SD, FROM HOLLYWOOD)
Public Defender (Reed Hadley)	CBS 10pm	Loyalty - (O) by Howard J. Green; with Bobby Ellis, Joseph Turkel, Biff Elliot, Jack Diamond, Ruth Lee, Phillip Pine, Mickey Simpson; (SD, RETURNS TO THIS SPOT THIS DATE)

FRIDAY OCTOBER 1

MAMA (Peggy Wood)	CBS 8pm	Organdy Blues - (O) by Palmer Thompson; with regulars & Kevin Coughlin, Ruth Gates, others to be announced; (SD)
RED BUTTONS	NBC 8pm	Georgia Gibbs (S) & others to be announced; (PREMIERE)
Ray Bolger	ABC 8:30	(O) by Don Johnson; with regulars Marjie Millar, Christine Nelson, Charlie Cantor; Dir by John Rich(FALL PREMIERE)
THE STRANGER (Robert Carroll)	DuM 9pm	(O) by John Gay; with Lee Bergere, Peter Von Zerneck, Grant Sullivan, Gaye Jordan, Martin Kosleck; (SD)
THE BIG STORY (Norman Rose)	NBC 9pm	Arthur Mielke, Washington, D.C. Times-Herald - (O) by Gail Ingram; with Phil Abbott, Luella Gear, Treva Frazee, Courtean Landes, Adele Alice Newton, Harrison Dowd, Jason Robards; (SD)
Schlitz Playhouse	CBS 9pm	The Viking - (O) by Jack Bennett; with Charles Bickford, Lamont Johnson, Rhys Williams, Margaret Field; Dir by Lewis B. Foster
The Vise (Ron Randell)	ABC 9:30	One Just Man - (O) by James Eastwood & Kate Barley; with Alexander Knox, Maureen Swanson, Joan Haythorne; Dir by David McDonald; Prod by Edward J. & Lee Danziger; Music by Edwin Astley (PREMIERE OF NEW SERIES)
Our Miss Brooks(Arden)	CBS 9:30	regulars & Ricky Vera; (SW & SD, PREMIERE, FALL SERIES)
The Lineup	CBS 10pm	(O) by E. Jack Neuman; with regulars Warner Anderson, Tom Tully; & Marshall Reed, Joe Turkel, Robert Cole, Pepe Hern, Ted Stanhope, Fred Sherman, Paul Burke, Francis McDonald, Bill Walker; Dir by Thomas Carr (PREMIERE OF NEW SERIES)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 24 THRU FRIDAY OCTOBER 1

TODAY (Dave Garroway)	NBC 7am	M - Willy Mays, Johnny Antonelli, Alvin Dark, Hank Thompson, Don Mueller, Dusty Rhodes, Monte Irvin, Davey Williams, Whitey Lockman, Larry Jansen, Wes Westrum (all baseball; Tu - arrival of Cleveland Indians at Grand Central Station
GEORGE SKINNER	WCBS 9am	Tu - John Henry Faulk; F (10/1) - Ruth Manecke
GARRY MOORE	CBS 10am	Tu - Jonathan Winters (C); F - Jay Marshall (C-magic)
HOME (Arlene Francis)	NBC 11am	F - (10/1) - Marguerite Piazza (S), home visit
Crown Theatre - Gloria Swanson	WABC 6pm	Tu - Uncle Harry - (O) by Nat Curtis; with Edgar Buchanan, Elisabeth Frazer, Del Moore, Robert Hutton, Thurston Hall, Evelyn Byrd; Dir by Harve Foster; Thu - Portrait of a Lady - (O) by Raphael Hayes; with Allene Roberts, Minerva Urecal, Anthony Caruso, Robert Dillon, Hank Patterson, Everett Glass; (SD) by Harve Foster
MAGIC COTTAGE(Meikle)	WABD 6:30	M thru F - Carl White, Bernard Kates; (SW & SD)
COKE TIME-E. FISHER	NBC 7:30	F (9/24) - Martha Wright (S)

PERRY COMO	CBS 7:45	W - The Four Ladds (S)
ERNIE KOVACS	WABD 11:15	M thru F - Edith Adams returns as regular (S)
STEVE ALLEN TONIGHT	WNBT 11:20 NBC 11:30	F (9/24) - Alex Callao (M), Betty Furness M - Martha Raye (C), the Ink Spots (S); Tu - Lena Horne (S), W - Margaret Truman; Thu - Roy Rogers & Dale Evans in rodeo remote from Madison Square Garden; F - Gene Krupa Trio (M) regulars: Eydie Gorme (S), Steve Lawrence (S), Pat Marshall (S), Andy Williams (S), Skitch Henderson & Orch., Gene Rayburn

SATURDAY OCTOBER 2

Captain Midnight (Richard Webb)	CBS 11am	Death Below Zero - (O) by Malcolm Stuart Boylan, (A) by Wells Root; with regulars & David Colmans, Kenneth MacDonald, Henry Rowland, Harry Lauter, Bob Woodward; (SD)
Range Rider (Jack Mahoney)	WNBT 6:30	Trail of the Lawless - (O) by Oliver Drake; with regulars & Phyllis Coates, Don Harvey, Sarah Padden, Edmund Cobb; (SD)
LET'S DANCE	ABC 8pm	Georgia Gibbs (S), Robert Maxwell (M)
IMOGENE COCA	NBC 9pm	Billy DeWolfe (C), Ruth Donnelly, others to be announced (PREMIERE OF NEW SERIES)
TEXACO STAR THEATRE (Jimmy Durante)	NBC 9:30	regulars Eddie Jackson, Jack Roth, Jules Buffano (on alt. wks., with Durante); guest: Donald O'Connor; Prod & Dir by Eddie Buzzell; (O) by Jack Elinson, Jack Barnett, Jerry Stander; Music Dir - Roy Bargy (FROM HOLLYWOOD) (PREMIERE)
GEORGE GOBEL	NBC 10pm	Fred MacMurray, Peggy King (S); (O) by Hal Kanter, Jimmy Allardice, Jack Douglas, Harry Winkler; Prod by Bud Yorkin & Ed Sobol; Dir by Hal Kanter; Music - John Scott Trotter (PREMIERE OF NEW SERIES, FROM HOLLYWOOD)
The Lone Wolf (Louis Hayward)	WNBT 11:15	Memo: Art Story - (O) by Al C. Ward; with Rita Johnson, John Doucette, Lowell Gillmore, Birgit Nielsen, John Larch, Jack Reitzen, Charles Watts, Al Murphy; (SD)

SUNDAY OCTOBER 3

THE CHILDREN'S HOUR (Ed Herlihy)	WNBT 10:30	25th Anniversary Program - with Robert Q. Lewis, Lee Goodman (C), Red Benson, Diane Sinclair (D), Arnold Stang (C), Alvey West (M), Guy Lebow (announcer), Alan Shackner (M), Lyn Roberts (S), Ted Reid, Jeanne O'Brien (S), Neal Stanley (C)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	Sutter Discovers Gold - (O) by Kate Nickerson; with Ray Walston, Haim Winant, George Voskovec, Arthur O'Connell, Stuart Germain, John Boruff, Felix Deebank, Murray Hamilton, Fred Scollay, Alan MacAteer, John Mathews; (SD)
JACK BENNY	CBS 7pm	Mary Livingstone, Rochester (C), Don Wilson, the Sportsmen Quartet (S), Frank Nelson (FROM H'WOOD, PREMIERE)
Pepsi-Cola Playhouse (Polly Bergen)	ABC 7:30	Sal - (O) by James Gunn; with Gladys George, Jean Byron, Craig Stevens, George Chandler, John Eldredge, Lyle Talbot, Virginia Carroll, Sandy Descher: Dir by John English; Polly Bergen replaces Anita Colby as hostess
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Lucille Ball, Desi Arnaz, Vivian Vance, William Frawley in salute to I Love Lucy; John Hodiak, Lloyd Nolan
COLGATE COMEDY HOUR	NBC 8pm	Phil Harris (M&S), Dinah Shore (S), William Bendix (C), Tom D'Andrea & Hal March (C) (FROM HOLLYWOOD)
General Electric Theatre (Ronald Reagan)	CBS 9pm	High Green Wall - (O) by Evelyn Waugh, (A) by Charles Jackson; with Joseph Cotten, Thomas Gomez, Maurice Marsac, Marshall Bradford, Ward Wood; Prod by Leon Gordon, Dir by Nicholas Ray
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	Time Bomb - (O) by Sumner Lock Elliot; with John Ireland, Nancy Kelly, Katharine Bard, Rebecca Darke, David White; (SD)
THE MAN BEHIND THE BADGE	CBS 9:30	Marine Helicopter Transport Squadron - (O) by Nelson Gidding; with Joe Maross, Paul Tripp, James Mishler, Wyatt Cooper, Bruce Drury, Frank Marth, Jane Evert, Florence Sundstrom, Jerry Eskow; (SD, LAST SHOW OF SERIES)

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WEEKLY REPORT

THIS WEEK -- NETWORK HIGHLIGHTS & DEBUTS

Monday(4)

CBS- 8-8:30pm EST; RETURN; George Burns and Gracie Allen Show, ON FILM; from WCBS-TV(NY) & KNXT(LA), 78 stations net, 45 delayed(Carnation); 62 stations net, 40 delayed(Goodrich). Alternate Sponsors- Carnation Co (Evaporated & Instant Dry Milk) thru Erwin, Wasey & Co., Inc(LA); Acct Exec- Norman F. Best; Instant Milk Agcy Exec- George Crouse; Comm & Prog Anncr- Harry Von Zell. 2) B. F. Goodrich Co (Tires) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Len Carey; Agcy & Comm Superv- Wayne Tiss; Comm & Prog Anncr- Harry Von Zell. Pkgr & Film Prod- McCadden Corp (at General Service Studios, H'wood); Prod & Dir- Frederick de Cordova; Assoc Prod- Al Simon; Camera- Phil Tannura; Film Ed- Stanley Frazen; Writers- Sid Dorfman, Harvey Helm, William Burns, Keith Fowler. Situation comedy series starring Burns and Allen, with Bea Benadaret, Larry Keating, Harry Von Zell and Rolf Sedan. Program returns from summer hiatus with new series. Summer programs had been new films and re-runs alternately.

CBS- 9-9:30pm EST; RETURN; I Love Lucy, ON FILM; from WCBS-TV(NY) & KNXT(LA), 87 stations net, 45 delayed. Sponsor- Philip Morris & Co., Ltd., Inc (Philip Morris Cigarettes) thru The Biow Co., Inc(NY); Acct Exec- Charles Hirth; Agcy & Comm Superv- Les Tomalin(NY) & Mary Morris(H'wood). Pkgr & Film Prod- Desilu Productions, Inc (at Motion Picture Center, H'wood); Prod- Jess Oppenheimer; Dir- William Asher; Dir of Photog- Karl Freund; Film Ed- Bud Molin; Music Dir- Wilbur Hatch; Writers- Jess Oppenheimer, Madelyn Pugh, Bob Carroll, Jr.; Casting- Mercedes Manzanares. Lucille Ball and Desi Arnaz star in the domestic situation comedy series; with Vivian Vance and William Frawley. Program returns from summer hiatus; last show June 28. Summer replacement has been Public Defender (See page 169).

CBS- 9:30-10pm EST; DEBUT; December Bride, ON FILM; from WCBS-TV(NY) & KNXT(LA), 105 stations net, 42 delayed. Sponsor- General Foods Corp (Instant Maxwell House Coffee) thru Benton & Bowles, Inc(NY); Acct Exec- William Lewis; Agcy Superv- Edward Esty Stowell; Comm Superv- Murray Crummins; Comm Anncr- Rex Marshall. Pkgr- CBS-TV (created by Parke Levy); Film Prod- Desilu Productions, Inc (at Motion Picture Center, H'wood); Prod- Frederick de Cordova; Dir- Jerry Thorpe; Asst Dir- Marvin Stewart; Music Dir- Eliot Daniel; Dir of Photog- Karl Freund; Film Ed- Douglas Hines; Writers- Parke Levy, Phil Sharp, Bill Breedman. Situation comedy series starring Spring Byington; with Dean Miller, Frances Rafferty, Harry Morgan. Replaces Masquerade Party in this time spot. (See page 166).

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Monday(4)

NBC- 12:30-1pm EST, Mon thru Fri; DEBUT; Feather Your Nest, no. of stations indefinite. Sponsor- Colgate-Palmolive Co (Vel, Fab, Dental Cream; other products after 13-week cycle); Vel & Fab thru William Esty Co(NY); Acct Execs- Will P. Booth(Fab) & H. Ross Potter(Vel); Colgate Dental Cream thru Ted Bates & Co(NY); Acct Exec- Rudolph Montgelas. Pkgr- William Esty Co, Inc; prodn office at Hotel Woodstock(NY); Prod- Jeff Selden; Dir- Paul Alter; Music- Arlo(organ); Writer- Cy Mann; Prog Anncr- Randy Kraft. New audience participation quiz with Bud Collyer as m.c., assisted by Jean Williams. Contestants win furnishings for home, each answer good for one piece of furniture, with final question good for furniture for a whole room. After 13 weeks, previous winners get a chance at a ranch house for a grand prize. Program goes into open net time.

NBC- 4:30-4:45pm EST, Mon thru Fri; RETURN; The World of Mr. Sweeney; from WNBT (NY), to the net. Sustaining. Pkgr- NBC-TV(NY); Exec Prod- Sam Schiff; Dir- Garry Simpson; Creator- Arthur Stander; Writer- Wilson Lehr. Situation comedy series starring Charlie Ruggles, with Helen Wagner and 8-year-old Glenn Walken. Program returns to the net as a regular feature; last show August 26. In its new spot it replaces the first half of the Bob Smith Show; last show Oct 1. (See following program for replacement for second quarter-hour).

NBC- 4:45-5pm EST; DEBUT; Modern Romances; from WNBT(NY), approx 60 stations, not all cleared yet. Sponsor- Colgate-Palmolive Co (Fab, Cashmere Bouquet, Ajax), Monday, Wednesday, Friday one week, Tuesday & Thursday the next week, alternately; other days sustaining. Fab (major portion of sponsorship now) thru William Esty Co, Inc(NY); Acct Exec- Will P. Booth. Cashmere Bouquet & Ajax thru Bryan Houston, Inc(NY); Acct Execs- Dick Griffith(Ajax) & Richard Keegan (Cashmere Bouquet). Pkgr- Stark-Layton Productions(NY); Prods & Script Eds & Casting- Wilbur Stark and Jerry Layton; Dir- James Sheldon; Writers- Various. Dramatic serial with a completely different story and cast each week. Martha Scott is "story editor" and permanent narrator, but she will not appear in any of the dramas, appearing only to explain the situation and characters to the viewers each day. Program replaces the second half of the Bob Smith Show.

Tuesday(5)

ABC- 9:30-10:30pm EST; DEBUT; The Elgin Hour; from WABC-TV(NY), 70 stations live, 28 kine. Sponsor- Elgin National Watch Co thru Young & Rubicam, Inc(Chi); Acct Exec- Garrit Lydecker; Comm Superv- Sandy Maxwell(NY); Comm Anncr- Bud Palmer (on film). Pkgr- ABC-TV(NY); Prod- Herbert Brodkin; Asst to Prod- Philip Barry, Jr; Prod Asst- Edith Hamlin; Dirs- Dan Petrie (first show), Don Richardson and others; Assoc Dir- James Walsh; Music Dir- Ralph Norman; Sets- Fred Stover; Costumes- Alfred Lehman; Script Ed- Philip Barry, Jr(at ABC-TV); Casting- Joan MacDonald(ABC-TV). Live drama series, alternating weekly with The United States Steel Hour. Dramatic productions ranging from comedy and romance, to tragedy, including adaptations of all types as well as originals. Program succeeds Center Stage in this alternate week time spot; last show Sept 21.

NBC- 7:30-7:45pm EST, Tuesday & Thursday; RETURN; Dinah Shore Show, from KNBH(LA) no. of stations indefinite. Sponsor- Chevrolet Motor Division, General Motors Corp thru Campbell-Ewald Co(Detroit); Acct Exec- Henry G. Little; Agcy & Comm Superv- Willard Hanes(H'wood); Prog & Comm Anncr- Art Baker. Pkgr- NBC-TV(H'wood); Prod & Dir- Bob Banner; Asst Prod-Dir- Edith Johnson; Music Dir- Harry Zimmerman (& orch); Sets- Bill Martin; Miss Shore's music arranger & accompanist- Ticker Freeman. Music series starring Dinah Shore, with the Skylarks vocal quintet. Program returns from summer hiatus; last show July 1. Summer replacements have been segments of The World of Mr. Sweeney and for the past five weeks The Vaughn Monroe Show; last show for the latter, Sept 30. (See page 141).

Tuesday(5)

NBC- 11:15-11:30pm EST; SPECIAL; Veiled Prophet Ball; from KSD-TV(St. Louis), to the net. Sustaining. Prod & Dir- KSD-TV staff; Commentator- Frank Eschen, with a fashion commentator. Coronation of the newly chosen Queen of Love and Beauty at the annual traditional Veiled Prophet Ball in St. Louis, signaling the social season.

Wednesday(6)

NBC- 10:30-11pm EST; RETURN & NET DEBUT; Big Town, ON FILM; from WNBT(NY), to the net, except NY, Chicago & LA, no. of stations indefinite; three cities noted show film locally on net delay, Mondays, 10:30-11pm, beginning Oct 11. Alternate Sponsors- 1) Lever Brothers (Pepsodent & Lux, Rinso, Spry) thru McCann-Erickson, Inc(NY); Acct Execs for program- Harry Borraem (vp in chg of radio-TV development) & Thomas H. Lane (vp). Lever sponsors first two shows before alternating. 2) A. C. Spark Plug Div, General Motors Corp thru D. P. Brother & Co., Inc(Detroit); Acct Exec- Tim King; Agcy Superv- Frank Egan(NY); Comm Superv- Ken Manual (on film, made at Princeton Film Center). Pkgr- Lever Brothers(NY); Film Prod- Gross-Krasne, Inc (at California Studios, H'wood); Exec Prod- A. Edward Sutherland; Dir & Writer- George Waggner; Asst Dir- Louis Germonprez; Dir of Photog- Frederick Gately; Film Ed- Bill Mosher; Casting- Lynn Stalmaster. Dramatic series based on adventures concerning the "Illustrated Press," a big city paper. Mark Stevens stars as Steve Wilson, with Trudy Wroe as Lorelei Kilbourne (both new leads in the series), and Barry Kelley, John Doucette and Lynn Stalmaster. Series, with other stars, has previously been seen over the CBS-TV network, Thursdays, 9:30-10pm; last show Sept 23 (original debut October, 1950).

Thursday(7)

ABC- 8-8:30pm EST; DEBUT; The Mail Story; from WABC-TV(NY), to the net. Sustaining. Pkgr- Bernard Prockter Productions(NY); Prod- Robert L. Shayon; Dir- John Peyser; Writers- Prockter staff; Casting- Gladys Rave (at Prockter). Dramatic series, with stories based on material from the files of the Post Office Dept. Program was originally titled Postal Inspector and recently it was tentatively called Handle With Care. Program replaces first half of Melody Tour in this time spot. (See also, following listing).

ABC- 8:30-9pm EST; RETURN & NET DEBUT; Treasury Men in Action, ON FILM; from WABC-TV(NY) & KABC-TV(LA), 52 stations net, 27 delayed. Sponsor- Chevrolet Motor Div, General Motors Corp thru Campbell-Ewald Co(Detroit); Acct Exec- Henry G. Little. Pkgr & Film Prod- Prockter Television Enterprises, Inc (at American National Studio, H'wood; production by Conne-Stephens Productions); Exec Prod- Everett Rosenthal; Prod- Robert Sloane; Dirs- Gerald Mayer, William Beaudine, Will Jason; Asst Dir- Gilbert Kay; Dir of Photog- Joseph F. Biroc; Ed Superv- Jason H. Bernie; Film Ed- Everett Dodd; Music Dir- Melvin Leonard; Art Dir- C. Daniel Hall; Costumes- Jack Masters. Drama series with weekly stories based on cases from the files of the U. S. Treasury Dept; with Walter Greaza seen as "The Chief" each week. Program had previously been a live series, debuting on ABC-TV on Sept 11, 1950, sponsored by Chrysler Corp., until Jan, 1951. It returned over NBC-TV in April, 1951, sponsored by The Borden Co, until April 1, 1954, when it left the air. As a film series it replaces the second half of Melody Tour in this time spot.

CBS- 8:30-9:30pm EST; DEBUT; Climax!; from KNXT(LA), no. of stations indefinite. Sponsor- Chrysler Corp (All Divisions & institutional) thru McCann-Erickson, Inc(NY); Acct Exec- Wells W. Spence; Agcy Superv- William E. Berchtold; Comm Superv- Harry McMahon(H'wood); Agcy Liaison- George Haight(H'wood); Comm Dir- Bud Cole; Comm & Prog Anncr- William Lundigan. Pkgr- CBS-TV(LA); Exec Prod- Ben Feiner; Prod- Bretaigne Windust; (Continued next page)

Thursday(7)

CBS- Climax! (Continued from previous page): Assoc Prod- Elliott Lewis; Alternate Dirs- William H. Brown, Jr (1st show) & Allen Reisner. Dramatic productions of adaptations of the works of leading authors and playwrights, with major stars in leading roles, presented three Thursdays of every four, with Shower of Stars, musical extravaganzas for the same sponsor, filling the spot each fourth week. (See page 166).

Friday(8)

ABC- 8-8:30pm EST; RETURN; The Adventures of Ozzie and Harriet, ON FILM; from WABC-TV(NY) & KABC-TV(LA), 20 stations net, 27 delayed. Alternate Sponsors- 1) Hotpoint, Inc (Appliances) thru Maxon, Inc(Chi); Acct Exec- Martin Krautter. 2) The Lambert Pharmacal Co, Div of The Lambert Co (Listerine) thru Lambert & Feasley, Inc(NY); Acct Superv- G. Douglas Morris; Acct Exec- Gerald Blake II; Agcy Superv- John Bates; Comm & Prog Anncr- Verne Smith. Pkgr & Film Prod- Stage Five Productions, Inc (at General Service Studios, H'wood); Prod & Dir- Ozzie Nelson; Assoc Prod- Leo Pepin; Music Dir- Basil Adlam; Art Dir- Frank Durlauf; Dir of Photog- William C. Mellor; Asst Dir- Dick Bremerkamp; Film Eds- Bill Murphy, Gerard Wilson, others. Domestic situation comedy series, the life of the Nelsons, starring Ozzie and Harriet Nelson, their sons, David and Rickey playing themselves, and Don Defore. New series, beginning the show's third year on the air; debut Oct 3, 1952.

Sunday(10)

CBS- 9:30-10pm EST; DEBUT; Honestly, Celeste!; from WCBS-TV(NY), 55 stations live, 19 kine. Sponsor- Bristol-Myers Co (All Products) thru Young & Rubcam, Inc(NY); Acct Exec- Robert Osburn; Agcy Superv- J. Brooks Emory; Comm Superv- Bill Whitman; Comm Anncr- Joel Aldred (live) & film. Pkgr- William Morris Agency(NY); Prod & Dir- Joseph Scibetta(CBS); Prod Superv- Charles Paley; Prod Asst- Steve Bates; Music Dir- Irving Actman; Sets- Leo Kerz; Set Dec- Ted Ralph; Costumes- Monty Streitfield; Writers- Larry Gelbart & Hal Collins; Casting- Bob Romm(William Morris). Celeste Holm stars as an ex-journalism teacher who goes to work as a reporter for a New York newspaper and gets involved in news escapades; with Scott McKay, Mike Kellin, Mary Finney and Geoffrey Lumb. Program replaces The Man Behind the Badge for the sponsor; last show Oct 3.

CBS- 2:30-3pm EST; SPECIAL; The Hall-Mitchell Debates; from various cities, to the net, four consecutive weeks. Sustaining. Pkgr- CBS Public Affairs; Prods- Ted Ayers & Lewis Shollenberger(Wash). Leonard Hall, chairman of the Republican National Committee, and Stephen A. Mitchell, chairman of the Democratic National Committee, will oppose each other on the first and last programs with other party members on each side opposing in the middle programs. Debates will either be face to face or thru monitors on two-way live television.

NBC- 5:30-6pm EST, three of four Sundays; RETURN; Background, LIVE & FILM; from WNBT(NY), to the net. Sustaining. Pkgr- NBC News & Special Events; Prod- Ted Mills; Dir- John Goetz; Managing Ed- Reuven Frank; Film Superv- Jean Lenauer; Film Ed- Constantine S. Gochis. Joseph C. Harsch explains the headlines in terms of the people who live them, in live commentary with special films. Program had previously been seen, Mondays, 8:30-9pm; last show Sept 6.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Jamie (Mon, 7:30-8pm EST) Last show, Oct 4. (See page 164).

CBS- On Your Account (Mon thru Fri, 4:30-5pm EST) Dennis James succeeds Win Elliot as m.c., effective Oct 4.

CBS- Lamp Unto My Feet; RETURN Oct 3; Sun, 10-10:30pm EST; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS Public Affairs(NY); Exec Prod- George Crothers; Dir- David Heilweil; Prog Superv- Pamela Ilott. Dramatizations of moral and ethical problems in everyday life; followed by a discussion of each play's theme by a moderator and a spiritual or lay authority. Program starts its seventh season (debut, Nov 21, 1948), replacing A Precious Heritage, seen in this time spot during the past four weeks (See page 160).

DuM- Concert Tonight (Wed, 9-10pm EST) Last show, Oct 6; end of four program series.

NBC- This Is Your Life; RETURN Sept 29; Wed, 10-10:30pm EST; from KNBH(LA), 53 stations live, 31 kine. Weekly Co-Sponsors- 1) Hazel Bishop, Inc (No-Smear Lipstick, Complexion Glow, Nail Polish) thru Raymond Spector, Inc(NY); Acct Exec- Richard Blaine. 2) Procter & Gamble Co (Gleem) thru Compton Advertising, Inc (NY). Pkgr- Target Productions(H'wood); Exec Prod- Ralph Edwards; Prods- Axel Gruenberg & Alfred Paschall; Dir- Axel Gruenberg; Music Dir- Von Dexter; Research- Jan Boehme, Don Malmberg, others; Comm & Prog Anncr- Bob Warren. Ralph Edwards is host to individuals who are surprised with dramatic re-creations of their past lives and careers thru friends and co-workers brought to the studio. Program returns from summer hiatus; replacement has been kine re-runs.

Captain Hartz and his Pets; DEBUT Oct 3; Sun, 12-12:15pm EST; from WNBQ(Chi), no. of stations indefinite. Sponsor- Hartz Mountain Products (Pet Food) thru George H. Hartman Co(Chi). Pkgr- George H. Hartman Co; Prod- Harry Trigg; Dir- Len Salvo, Jr; Writer- Bob Hartman. Tom Mercein plays an international airline pilot, Captain Hartz, assisted by nine-year-old Brigid Bazlen, tells tales about pets from all parts of the world, illustrated by slides and film clips; and also presents occasional guests with unusual pets.

David Brinkley's News Room; DEBUT Oct 3; Sun, 12:15-12:30pm EST; from WNBW(Wash), to the net. Sustaining. Pkgr- NBC-Washington News & Special Events; Superv- Julian Goodman. NBC Washington correspondent David Brinkley presents the news.

First Love (Mon thru Fri, 4:15-4:30pm EST) Charles Powers replaced John Goetz as director, effective Sept 24.

Today (Mon thru Fri, 7-9am EST) PROD CORRECTIONS (See page 170): Exec Prod- Mort Werner; Exec Dir- Jac Hein; Dirs- Robert Merriman & Richard Schneider.

Tonight (Mon thru Fri, 11:30pm-1am EST) INFO & PRODUCTION STAFF CORRECTIONS: 36 stations live. Prod Superv- Ted Harbert; Prod Asst- Dale Remington; drop name of Dave Hendry, asst music dir; Writers- Stan Burns, Herb Sargent, Lois Balk, Carole Honig. Add as regular singers, alternating each night with Steve Lawrence and Eydie Gorme: Patricia Marshall and Andy Williams. (See page 165). Add as Mobile Unit Dir- Mike Zeamer.

LOCAL STATION ACTIVITY

WABD(Ch 5) New York - Finders Keepers; DEBUT Oct 7; Thurs, 7:30-8pm EST. Sponsor - Coca-Cola Bottling Co of New York, Inc thru Hilton and Riggio, Inc(NY). Pkgr- Talent Associates, Ltd(NY); Prod- Allan Wallace(TA); Dir- Dick Sandwick(DuM); Writer- Eddie Lawrence; Music Dir- Art Lindstrom. Fred Robbins is m.c. for a novel audience participation program. Teams and individual contestants search the set, a simulated living room and kitchen, for specific prizes hidden on the stage. Home viewers will also be called to search for prizes via the phone.

WNBT(Ch 4) New York - The Igor Cassini Show; RETURN Oct 3; Sun, 11:20-12midnight EST. Sponsors- Chock Full O'Nuts (Coffee) thru The Frederick-Clinton Co., Inc(NY); Buitoni Macaroni Corp thru Albert Frank-Guenther Law, Inc (NY). Pkgr- Igor Cassini with Gross-Baer Productions; Prods- Gerry Gross, Norman Baer; Dir- Jim Elson(WNBT). Igor Cassini, society columnist "Cholly Knickerbocker," interviews celebrities, presents fashion displays, entertainers and salutes a man of achievement each week. The program originates from the Grand Ballroom and the Trianon Room of the Ambassador Hotel, New York. A similar program had previously been seen in the same spot thru July.

WPIX(Ch 11) New York - Living Blackboard; RETURN Oct 5; Tue, Wed, Thu, 1-1:30pm. Sustaining, public service. Pkgr- NYC Board of Education with WPIX; Superv Prod- James F. Macandrew(BofE); Prod Superv- Dorothy Klock(BofE); Assoc Prod- Helen Klein; Segment Prods- Klock, Klein, Jerry Solars; Dir- Ted Price (WPIX). Televised educational programs for handicapped students of high school age, expanded this year with segment courses for all age groups.

WATV(Ch 13) Newark-NYC - A Foreign View of the News; DEBUT Oct 2; Sat, 7:15-7:30pm EST. Sustaining. Pkgr & Prod- WATV. Writer and correspondent Harry Sperber, chief interpreter at the Nuremberg War Crimes Trial, presents a digest of foreign news and opinion on current affairs, culled from foreign sources.

WPTZ(Ch 3) Philadelphia - Operation Blackboard; RETURN Oct 4; Mon thru Fri, 10:30-11am EST. Sustaining, public service. Pkgr- Radio & Television Staff, Philadelphia Board of Education; Superv Prod- Martha A. Gable; Production by various teachers, supervised by WPTZ staff. In-school-viewing series, viewed regularly by students in 3,000 schools of all types in the Philadelphia area.

PRODUCTION AND PROGRAMMING NEWS

FILM DIGEST: If, as West Coasters insist, westerns and mysteries are about at the end of the trail in terms of sponsor and audience interest; then the dramas and situation comedies have to take over the top rating spots. Actually, there's more than one truth in the story. It all depends on the sponsor and agency wishes for specific time spots; the age group wanted for an audience and the ever-tightening schedules. When the price is right, an agency or a station will feed the audience any suitable program. Maybe no one pointed it out, but the highest residuals are coming from Class A and B drama series because they can be slotted any place in the schedules; witness Ford, Fireside and Schlitz re-runs under various names. Some of the situation comedies have yet to demonstrate the same kind of staying power..... In the kid appeal category, some series now being shot indicate that packagers feel that if westerns won't go, adventure series will, with a wider age group appeal.

The Screen Actors Guild has named Mrs. Florence Marston to the newly-created post of Eastern and Midwestern Regional Director, with headquarters in the New York office of the Guild's New York branch. Harold M. Hoffman has been named to succeed Mrs. Marston as executive secretary of the New York branch of the Guild. Increased need for supervision of television film activities in Eastern states led to the changes.....Beginning Oct 14, Ford Theatre will present all color films thru Nov 25 over its net lineup, the largest of any drama series.

NEWS & COMMENT: The National Broadcasting Co will change the call letters of several of its o-and-o stations, effective midnight Oct 17. The New York stations will become WRCA, WRCA-FM, WRCA-TV (currently WNBC, WNBC-FM, WNBT); The LA TV station will become KRCA (now KNBH); and the NBC Washington station will become WRC-TV (now WNBW; radio is already WRC)..... The dissolution of Columbia Records, Inc., as a corporate subsidiary, completes the reorganization of Columbia Broadcasting System, Inc., with all former subsidiaries now divisions of the parent company.

Initial re-modeling of Paramount Television Productions' (Paramount Pictures subsid) 10-acre Sunset Blvd studios will include three huge studios for KTLA(LA), each covering 10,000 square feet of space and designed so that they can be opened into each other; the largest facilities of any independent TV station in the country.

PERSONNEL CHANGES: George L. BarenBregge named manager of WABD(NY), succeeding Norman Knight, resigned to accept a station post outside of New York.....Joel Chaseman, WAAM (Balt) public service and publicity director, also named sports director of the station..... Ernest (Easy) Sloman joined the CBS TV Press office in Hollywood, succeeding Bill Stewart, resigned.

Grey Advertising(NY), moved to 430 Park Ave. (PL 1-3500).

TALENT SHOWSHEET OCTOBER 4-10, 1954

Most of the shows on Oct. 1, 2, 3 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, October 8. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY OCTOBER 1, 1954

Flash Gordon (Steve Holland)	WNBT 6pm	Planet of Death - with regulars: Steve Holland, Irene Champlin, Joe Nash; (SW) by Bruce Elliott, Max Ehrlich, Irve Tunick; (SD) by Wallace Worsley (PREMIERE OF NEW SERIES)
GUY LOMBARDO	WNBT 7pm	Mary Mayo (S) & regulars
RED BUTTONS	NBC 8pm	Georgia Gibbs (S), Al Nesor, Gerald Milton, Allan Walker, Sammy Birch, Jack Albertson, Maxie Rosenbloom, Bibi Osterwald, Timothy McCarthy, Frank Catal, Peter Burr, Gene Sultan, Tom Hanley; (SW) by Danny Simon, Milt Rosen, Herb Reich, Red Buttons; (SD, PREMIERE OF NEW SERIES)
CHANCE OF A LIFETIME	DuM 10pm	Buddy Marlowe (S&M) & others to be announced

SATURDAY OCTOBER 2, 1954

ETHEL AND ALBERT (Peg Lynch & Tom Loeb)	NBC 7:30	Don Briggs, Flora Campbell, Millicent Brower, Bob Lieb, Walter Brooke; (SW & SD)
IMOGENE COCA	NBC 9pm	Billy DeWolfe, Ruth Donnelly, Henry Lascoe, Charles Mendick, Jane Dulo, Malcolm Broderick, Joe Silver, Fred Herrick, Glenn Tetley (D) (PREMIERE OF NEW SERIES)
MY FAVORITE HUSBAND (Caulfield & Nelson)	CBS 9:30	(O) by Sol Saks & William Cowley; with regulars & Aline Towne, Rodney Bell; (SD, FROM HOLLYWOOD)
STORK CLUB (Sherman Billingsley)	ABC 10pm	Gloria DeHaven (S), Frank Fay (C), Hannah Troy (designer), Earl Wrightson (S), Oliver Wakefield (C), Pat Rooney, Sr. (D), Elaine Stewart
Willy (June Havoc)	CBS 10:30	The Great Hamburger - (O) by Alan Lipscott, Robert Fisher; with regulars & Sig Ruman, Lucien Littlefield; (SD)

SUNDAY OCTOBER 3

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	There's No Tomorrow - (O) by Palmer Thompson; with Joe Maross, Joan Chandler, Florence Sundstrom, Cliff Hall; (SD) by David Heilweil (PREMIERE OF FALL SERIES)
HALLMARK HALL OF FAME	NBC 5pm	The Choir Master of Leipzig - (O) by Helene Hanff; with Ben Cooper, Jan Shepard, Philip Tonge, Cyril Delevanti, Williams Schallert, Jay Barney, Kurt Martell, Tom Royal, Paul Gary (H'd)
MR. PEEPERS (Wally Cox)	NBC 7:30	regulars & Margaret Hamilton; (SW & SD)
COLGATE COMEDY HOUR	NBC 8pm	Phil Harris (M&S), Dinah Shore (S), William Bendix, Tom D'Andrea & Hal March (C); Prod & Dir by Ernie Glucksman; (O) by Charles Isaacs & Tom D'Andrea (FROM HOLLYWOOD)
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	Time Bomb - (O) by Sumner Locke Elliot; with John Ireland, Nancy Kelly, Katharine Bard, Rebecca Darke, David White; Joe Hardy; (SD)
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	Death Wears a White Carnation - (O) by George Towne; with regulars & Boris Aplon, James Little, Jeanne Williams, James Arenton, Peggy Bennion, Ben Yaffee; (SD)
LIFE BEGINS AT 80	DuM 9:30	George Jessel & regulars
Father Knows Best (Robert Young)	CBS 10pm	Bud's First Dance - (O) by Dorothy Cooper; with regulars: Robert Young, Jane Wyatt, Billy Gray, Elinor Donahue, Lauren Chapin; & Susan Whitney, Claire Meade; (SD) by William Russell (PREMIERE OF NEW SERIES)

SUNDAY OCTOBER 3 (Cont'd)

The Loretta Young Show	NBC 10pm	Beyond a Reasonable Doubt - (O) by Marian Thompson; with Gayle Kellogg, Robert Middleton, Nana Bryant, Joanne Davis, Pitt Herbert, Robert Wright Campbell, William Fawcett; (SD)
The Hunter (Keith Larsen)	NBC 10:30	Party Politics - (O) by Robert Stewart; with Lisa Howard, Henry Lascoe, Arny Freeman, Len Lesser, Gerald Milton, Ray Redman; Prod & (SD) by Edward Montagne (PREMIERE OF FALL SERIES)
IGOR CASSINI SHOW	WNBT 11:20	Sol Hurok (impresario), Moira Shearer (D) & cast members from A Midsummer Night's Dream, Connie Moore (S), Earl Wrightson (S) Gina Lollobrigida, Joan Bennett, Walter Wanger (prod.) (PREM'RE)

MONDAY OCTOBER 4

JAMIE (Brandon de Wilde)	ABC 7:30	Jamie Tents Out - (O) by Mike Miller; with regulars & Inge Stevens, Russell Hardie, Paul Lipson, Bruce Marshall; (SD, LAST SHOW OF SERIES)
CAESAR'S HOUR (Reiner & Morris)	NBC 8pm	Pat Smith, Fay Winfield, Jordan Bentley, Mike Enserro, Gerald Milton, Hope Sansberry, Charles Lee Sarri, Lynn Lorring, Gene Lowell; (SW & SD)
Burns and Allen	CBS 8pm (COLOR)	regulars & Rolfe Sedan, Don Curtis, Ross E. Elliott; (SW & SD, PREMIERE OF FALL SEASON)
VOICE OF FIRESTONE	ABC 8:30	Jerome Hines (S)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Barbara McNair (S), Del Rubio Triplets (Mildred, Elena, Edith, S&M), Julius Schulman (M)
The Medic (R. Boone)	NBC 9pm	Death Rides a Wagon - with Jaclynne Greene, Denver Pyle; (SW, D)
ROBERT MONTGOMERY PRESENTS	NBC 9:30	Two Wise Women - (O) by Thomas W. Phipps; with Signe Hasso, Paul McGrath, Doreen Lang, Ward Costello, Joan Bank, Carl Betz
December Bride (Spring Byington)	CBS 9:30	Lily Ruskin Arrives - (O) by Parke Levy, Phil Sharp, Bill Freedman; with Spring Byington, Frances Rafferty, Dean Miller, Henry Morgan, Harry Cheshire, Moroni Olsen; Dir by Jerry Thorpe (PREMIERE OF NEW SERIES)
STUDIO ONE	CBS 10pm	Prelude to Murder - (O) by Walter C. Brown, (A) by William Templeton; with Otto Kruger, Phyllis Kirk, James Daly; (SD) by Franklin Schaffner; Title drawing by Richard Lindner
Adolphe Menjou's Favorite Story	WNBT 10:30	No Tears - (O) by Stuart Jerome; with Joe Besser, Patsy Moran, Ben Welden, Jack Lomas, Ken Christy, George Chandler, Jack Henderson; (SD)

TUESDAY OCTOBER 5

Janet Dean, R. N. (Ella Raines)	WNBT 7pm	Blake Case - (O) by William Kendall Clarke; with Ed Begley, Steve Holland, Jim McKay, John Archer, Frederick O'Neill, Cliff Hall, John O'Hare; (SD)
Waterfront (Preston Foster)	WABD 7:30	First Mate - (O) by David Dortort, Phil Karlson; with Skip Homeier, Walter Reed, Roy Roberts, James Anderson, John Larch
Cavalcade of America	ABC 7:30	The Great Gamble; with Whitfield Connor, Marjorie Lord, Susan Odin, Harry Shannon, Florenz Ames, Robert Middleton, Herbert Rudley, Egan Field; Prod by Chertok
THE GOLDBERGS	DuM 8pm	Charles Bloch & the Cantors Concert Ensemble (S), regulars
BUICK-BERLE	NBC 8pm	Arlene Dahl, Fernando Lamas & regulars
RED SKELTON	CBS 8pm	Ella Logan (S) (FROM HOLLYWOOD)
THE BLUE ANGEL	CBS 8:30	Billy DeWolfe (C), Patrice Munsel (S), Tony & Eddie (mimics), the Cabots (D)
Studio 57	DuM 9pm	Trap Mates - (O) by Fenton W. Earnshaw; with Hugh Beaumont, Nancy Gates, Michael Hall, Tol Avery, Gilbert Fallman, Clarence Straight; Dir by John English

TUESDAY OCTOBER 5 (Cont'd)

Fireside Theater (Gene Raymond)	NBC 9pm	Member of the Jury - (O) by Malvin Wald & Jack Jacobs, (A) by David Dortort; John Banner, Karen Verne, Gloria Talbot, James Dobson, John Warburton, Norbert Schiller, Charles Meredith, Kenneth Terrill, Ralph Brooks, John Close; (SD)
Danny Thomas	ABC 9pm	Tonsilectomy - (O) by Robert O'Brien & Irving Elinson; with regulars & Stephen Geray, Pat Wright; (SD)
THE ELGIN HOUR	ABC 9:30	Flood! - (O) by Morton Wishengrad & Virginia Mazer; with Robert Cummings, Dorothy Gish, Janet Blair, Richard Jaeckel, Charles Dingle, Dorothy Sands, Frank Henry Wilson, Paula Trueman; Dir by Dan Petrie (PREMIERE OF NEW SERIES)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	The Runaway - (O) by Robert Alan Aurthur; with Fay Bainter, Philip Abbott, Eddie Andrews, Janet Ward, Sheila Belle, David Perkins; others to be announced; (SD)
DANGER	CBS 9:30	The Obsession - (O) by E. C. Ohmann, (A) by Robert J. Shaw; with Barbara Baxley, William Smithers, Ruth White, Terry Fiske, Claire Cobert; (SD)
LIFE WITH FATHER	CBS 10pm	Father Does a Land-Office Business - (O) by James Clark, William Roberts; with regulars & Geraldine Carr, Dan Tobin, George Chandler, Hal Smith; (SD, FROM HOLLYWOOD)
It's A Great Life (O'Shea, Bishop, Dunn)	NBC 10:30	regulars & Dick Elliott, King Donovan, Ann O'Neil, Madge Blake (SW & SD)

WEDNESDAY OCTOBER 6

Wild Bill Hickok (Guy Madison & Andy Devine)	WNBT 6pm	Medicine Show - with Ralph Sanford, Fred Kohler, Jr., Tom Monroe, Larry Hudson, Peter McCabe, Bill Coontz, George Sherwood; (SD, SW)
I Married Joan	NBC 8pm	regulars & Dan Tobin; (SW & SD)
It Seems Like Yesterday	ABC 8:30	(O) by Jean Holloway; with Jimmy Lydon, Mary Anderson; Dir by Christian Nyby; Hal Roach Production (PILOT FILM FOR PROJECTED SERIES, THIS TIME ONLY)
KRAFT TELEVISION THEATRE	NBC 9pm	The Office Dance - (O) by Arthur Cavanaugh; with Phyllis Love, Doris Rich, Nancy Marchand, Murray Hamilton, Pat Hosley; (SD)
Douglas Fairbanks	WNBT 10:30	The Heirloom - with Dame Sybil Thorndike, Nora Swinburne, Judy Campbell, Betty Warren; (SD) by John Gilling
Big Town (Mark Stevens & Trudy Wroe)	NBC 10:30	(O) & Dir by George Waggner; with regulars Mark Stevens, Trudy Wroe, Barry Kelley, John Doucette, Lynn Stalmaster; & Karen Sharpe, Mary Beth Hughes, Lucien littlefield, Dean Cromer (PREMIERE OF NEW SERIES, SEEN ON NET ONLY THIS DATE, ON WNBT Mon Oct. 11, 10:30pm)

THURSDAY OCTOBER 7

Foreign Intrigue (Gerald Mohr)	WNBT 7pm	F. I. in International Diamond Smugglers - (O) by Harold Jack Bloom; with Ingrid Thulin, John Padavano; (SD)
Ray Milland Show	CBS 8pm	(O) by Lou Derman; with regulars & Jacqueline DeWit; (SD)
THE MAIL STORY	ABC 8pm	(O) by Max Ehrlich; with Herb Nelson, Mary Alice Moore, Wesley Addy, Leslie Barrett, Matt Crowley, Tom Gorman, Jerry Eskow; (SD) by John Peyser (PREMIERE, NEW SERIES)
T Men in Action (Walter Greaza)	ABC 8:30	The Case of the Lonely People - (O) by Alvin Boretz; with Frances Rafferty, Joel Smith, Willis B. Bouchet, Skip Homeier, Hope Landon; Dir by Gerald Mayer (PREMIERE OF NEW SERIES)
CLIMAX! (William Lundigan)	CBS 8:30	The Long Goodbye - (O) by Raymond Chandler, (A) by E. Jack Neuman; with Dick Powell, Teresa Wright, Horace MacMahon, Tom Drake; (SD) by William H. Brown Jr; (PREMIERE, FROM HOLLYWOOD)
JUSTICE (Gary Merrill)	NBC 8:30	The Timid Thief - (O) by George Bellak; Patricia Collinge, Ben Gazarra, Frank McHugh, William Harrigan, Cliff Robertson, Iggie Wolfington, Judith Cargill, Nita Talbot, others; (SD) by Bob Stevens

THURSDAY OCTOBER 7 (Cont'd)

SO YOU WANT TO LEAD-BAND	ABC 9pm	Jeri Adams (S)
KRAFT TELEVISION THEATRE	ABC 9:30	The Man Who Made the Kaiser Laugh - (O) by Paul Avila Mayer; with Hurd Hatfield, Woodrey Parfrey, E. A. Krumschmidt, Milton Selzer, Robert Ellenstein, Jack Weston, Bobby Vale; Prod & (SD) by Fielder Cook
Ford Theatre	NBC 9:30	Daughter of Mine - (O) by Lillie Hayward; with Margaret O'Brien, Maureen O'Sullivan, Pat O'Brien, Richard Jaeckel; Dir by Arnold Laven
Four Star Playhouse	CBS 9:30	Never Explain - (O) by Lorrie Frishman & Quinn Martin, (A) by Quinn Martin; with David Niven, Barbara Lawrence, Irving Bacon, Janice Perreau, Chris Olsen, Millie Doff; (SD) by William Asher
LUX VIDEO THEATRE	NBC 10pm	Summer Thunder - (O) by Anne Howard Bailey; with Zachary Scott, Carole Mathews; others to be announced; (SD, FROM H'D)
Public Defender	CBS 10pm	The Do-Gooder - (O) by Lee Loeb; with Peter Hansen, Judith Ames, Michael Hall, Douglas Dumbrille, Creighton Hale, Dian Fauntelle; (SD)

FRIDAY OCTOBER 8

MAMA (Peggy Wood)	CBS 8pm	Mama and the Vote of Confidence - (O) by Palmer Thompson; with regulars & Jock MacGregor, Malcolm Lee Beggs; (SD)
The Adventures of Ozzie & Harriet (Nelson)	ABC 8pm	The Wedding Anniversary - (O) by Ozzie Nelson, Dick Bensfield, Perry Grant; with regulars & Lloyd Corrigan, Frank Cody, Joseph Kearns; (SD, PREMIERE OF FALL SERIES)
The Ray Bolger Show (Marjie Millar)	ABC 8:30	Ray Cures Stage Struck Friends - (O) by Stanley Shapiro, Paul Henning, Maurice Richlin, Fred Fox, Don Johnson; with regulars & Alan Reed; (SD)
THE BIG STORY (Norman Rose)	NBC 9pm	Victorine Belanger, Baltimore News-Post - (O) by Allan Sloane; with Catherine McLeod, Murray Matheson, Dortha Duckworth, Mary Michael, Fred Herrick, Lester Lonergan, Jr., John Seven, Al Checco; (SD)
Schlitz Playhouse	CBS 9pm	The Net Draws Tight - (O) by Walter C. Brown, (A) by Don Martin with Edmond O'Brien, Skip Homeier, Paul Bryar, Robert Quarry, Lynn Allen, Natalie Norwick, Byron Kane, John Cliff, William Woodson, Frank Kreig; (SD) by Jus Addiss
The Vise	ABC 9:30	Set a Murder - (O) by James Eastwood; with Clifford Evans, Martin Boddey, Honor Blackman; Dir by David MacDonald

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 1 THRU FRIDAY OCTOBER 8

TODAY (Dave Garroway)	NBC 7am	W - Kamal el Mallakh (discoverer of Egyptian Pharaoh Cheops), Elaine Stewart; Thu - Victor Borge (M&C); F - Jacqueline Cochran (author, aviatrix)
GEORGE SKINNER	WCBS 9am	M - Jill Corey (S); Thu - Morgan (basset hound)
HOME (Arlene Francis)	NBC 11am	M - Jillana (D), Dick Krause (dance series); Tu - Michael Myerberg (producer); W - "Miss Frances" Horwich at home
STRIKE IT RICH	CBS 11:30	F (10/8) - Teresa Wright (FROM H'WOOD)
GARRY MOORE	CBS 10am (COLOR)	M - Dorothy Jarnac (D); F - Rey & Gomez (D), Mr. Ballantine (C&magic)
THE WORLD OF MR. SWEENEY (Charlie Ruggles)	NBC 4:30	Sun, 5:30-6pm (this date only): (O) by Arthur Stander; with regulars: Charlie Ruggles, Betty Garde, Harry Gresham, Glenn Walken, Helen Wagner, Charles Cooper, Mort Stevens; M - regulars & Maclean Savage; Tu - Janet Fox, Dorothy Patten; Thu - Crahan Denton, Eva Lydia Reed; F - Mimi Strongin; (SW) by Wilson Lehr; (SD) by Garry Simpson (PREMIERE OF FALL SERIES)
MODERN ROMANCES (Martha Scott)	NBC 4:45	M thru F - (O) by George Lefferts; with Don Briggs, Frances Helm, Lee Bergere, Humphrey Davis, Richard Bishop, Ed Peck; (SD) by Jim Sheldon (PREMIERE OF NEW SERIES)

MAGIC COTTAGE	WABD 6pm	M thru F - Arny Freeman, Curtis Wheeler; (SW & SD)
CAPTAIN VIDEO (Al Hodge)	DuM 7pm	M thru F (thru 11/12) - The Invisible Planet - (O) by Don Agger; with regulars & Dick Moore, Stefan Schnabel, Melville Ruick, Laura Weber (latter starts 10/11); (SD)
PERRY COMO	CBS 7:45	W - Don Cornell (S)
TONIGHT	NBC 11:30pm	M - Burl Ives (S), F (10/8) - Count Basie (M)

SATURDAY OCTOBER 9

Captain Midnight (Richard Webb)	CBS 11am	Operation Failure - (O) by Malcolm Stuart Boylan; with regulars & Marc Krah, Roy Gordon, John Mylong, Harold Dyrenforth, Stanley Adams, Tony Christian, Teresa Tudor; (SD)
GEORGE GOBEL	NBC 10pm	Angela Lansbury (FROM HOLLYWOOD)
The Lone Wolf (Louis Hayward)	WNBT 11:15	Memo: San Francisco - (O) by Bernard Girard; with Beverly Garland, Ted de Corsia, Julie Mitchum, Kay Stewart, Roy Engel; (SD)

SUNDAY OCTOBER 10

FRONTIERS OF FAITH	NBC 1:30	Uncle George and Uncle Malachy - (O) by Father Urban Nagle; with Jack Hartley, Alan MacAteer, William Lally, Eleanor Phelps, Edward Brian, Lyn Thatcher, William Martel; (SD, 1st of 4 part story)
Roy Rogers	NBC 6:30	Back-Fire - (O) by Dwight Cummins; with regulars & John Doucette, Sydney Mason, Henry Rowland, Bradley Morrow, Helena Burnett; (SD) by Donald McDougall
MAX LIEBMAN SPECTACULAR	NBC 7:30 (COLOR)	Sunday in Town - (O) by William Friedberg, Fred Saidy, Neal Simon, Will Glickman; with Judy Holliday, Steve Allen, Dick Shawn, Jack Russell, City Center Ballet Co. in Filling Station staged for TV by George Balanchine, starring Janet Reed & Jacques D'Amboise; (SD)
Pepsi-Cola Playhouse (Polly Bergen)	ABC 7:30	Gentlemen's Affair - with Jay Novello, Donald Randolph; no other credits available at press time
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Xavier Cugat & Orch., Abbe Lane (S), Patti Page (S), Bobby Jones (golf), Rudy Cardenas (juggler), Four Step Brothers (D), the Marcellis (acro); film clip from A Star is Born with Judy Garland
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	The Personal Touch - (O) by George Baxt; with Kevin McCarthy, Celia Lipton, Rex Thompson, Robert Coote, Polly Rowles; (SD) by Delbert Mann
GENERAL ELECTRIC THEATRE	CBS 9pm	The Long Way Round - (O) by James Ronald; with Ronald Reagan, Nancy Davis, others to be announced; (SD, FROM NEW YORK CITY)
HONESTLY, CELESTE! (Celeste Holm)	CBS 9:30	(O) by Larry Gelbart, Hal Collins; with regulars: Celeste Holm, Geoffrey Lumb, Scott McKay, Mary Finney & Mike Kellin; Prod & (SD) by Joe Scibetta (PREMIERE OF NEW SERIES)
Loretta Young	NBC 10pm	The Case for Father Darling - (O) by John Meredyth Lucas; with Wyllis Bouchey, Raymond Greenleaf, Peter Adams, Edit Angold, Dabs Greer, Kathleen O'Malley, Walter Flannery, Linda Brace.
Father Knows Best (Robert Young)	CBS 10pm	regulars & Eddy Waller, Gavin Maloney, Dorothy Grainger; (O) by Roswell Rogers
The Hunter	NBC 10:30	The General Spies at Dawn - (O) by Burton Benjamin & Robert Shaplen; with Dorothy Hart, Robert H. Harris, Enid Phillips, Blair Davies, Chris Gampel, Suzanne Ta Fel; (SD) by William Berke

Ross Reports ON TELEVISION

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(11)

ABC- 7:30-8pm EST; RETURN; The Name's The Same; from WABC-TV(NY), no. of stations indefinite. Sponsor- Ralston Purina Co (Ry-Krisp, Rice-Chex, Wheat-Chex, Instant & Regular Ralston's) thru Guild, Bascom & Bonfigli(San Francisco); Acct Superv- Ernest Hodges; Asst Acct Superv- Kirk Chaney. Pkgr- Goodson-Todman Productions(NY); Prods- Mark Goodson, Bill Todman; Assoc Prod- Peter Arnell; Prod Superv- Doris Hibbard; Dir- Jerome Schnur; Tech Dir- Walter Kubilus. Dennis James is m.c. for this panel quiz show; with Joan Alexander, Bess Myerson and Gene Rayburn; and Arnold Stang and Roger Price alternating; as panel regulars. The panel attempts to guess the names of guests having the same names as celebrities or other familiar identifications. The program had last been seen over ABC-TV, with Robert Q. Lewis as m.c.; last show Aug 31, 1954. The program originally debuted over ABC-TV on Dec 5, 1951. In its new spot it replaces Jamie; last show Oct 4 (see page 175).

Tuesday(12)

NBC- 8-9pm EST, various Tuesdays; RETURN; Bob Hope Television Show; from KNBH (LA) & special segment from WNBT(NY); no. of stations indefinite. Sponsor- General Foods Corp (Minute Rice, Jell-O Instant Puddings) thru Young & Rubicam, Inc(NY); Acct Supervs- William Shinnick(Minute Rice), James Wilkerson(Jell-O); Acct Execs- Alan Perry(Minute Rice), Edgar B. Van Winkle(Jell-O); Agcy Superv- Lee Strahorn; Comm Supervs- Mildred Black(Minute Rice), Ruth Aikman(Jell-O). Pkgr- Bob Hope Enterprises(H'wood); Prod & Casting- Jack Hope; Dir- Jim Jordan, Jr.; Music Dir- Les Brown (& orch); Writers- Mort Lachman, Bill Larkin, John Rapp, Lew White; Choreog- Nick Castle. The Hope show returns from summer hiatus; last show June 1. It will be seen periodically six times during the coming season, in the same spot as the Buick-Berle Show (every other Tuesday) and the Martha Raye Show (10 shows during season). (See page 165).

Wednesday(13)

DuM- 9-10pm EST; RETURN; Chicago Symphony Orchestra; from WGN-TV(Chi), to the net. Sustaining. Pkgr- WGN, Inc(Chi); Music Dir- Fritz Reiner (11 of 26 programs) & guest conductors. The Chicago Symphony returns for its second season of network telecasts; debut Oct 11, 1953. George Kuyper is host for the series. Program replaces Concert Tonight, after the latter's special four-week series.

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Friday(15)

ABC- 7:30-8pm EST; DEBUT; The Adventures of Rin-Tin-Tin, ON FILM; from WABC-TV (NY) & KABC-TV(LA), 21 stations net, 20 delayed. Sponsor- National Biscuit Co, Cereal Division (Shredded Wheat, Milk Bone Dog Food) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- William King; Agcy Superv- Marshall Rothen. Pkgr & Film Prod- Screen Gems, Inc(H'wood); Exec Prod- Fred Briskin; Prod- Herbert Leonard; Dirs- Robert G. Walker, Charles S. Gould, Don McDougall; Dir of Photog- Lester T. White; Art Dir- Ross Beelah; Writer- Douglas Heyes, others. Dramatic adventures of the old West, starring Rin-Tin-Tin the dog and Lee Aaker as Rusty, with James Brown, Joe Sawyer, John Hoyt, Rod Redwing, others. Program replaces the Stu Erwin Show in this time spot, with the latter starting a new series Wednesday, Oct 20, 8:30-9pm over ABC-TV.

Sunday(17)

ABC- 9:30-10pm EST; SPECIAL; Mission to the World; from WABC-TV(NY), to the net. Sustaining. Pkgr- ABC-TV Public Affairs; Prod- Fred Heider; Dir- Eddie Nugent. Bishop Fulton J. Sheen will give a special talk, pointing out the meaning and importance of helping Catholic missions, in connection with Mission Sunday, Oct 24. The program replaces Dr. I.Q., one time only.

CBS- 4:30-5pm EST; DEBUT; The Search, ON FILM; from WCBS-TV(NY), to the net. Sustaining. Pkgr & Film Prod- CBS Dept of Public Affairs(NY); Prod- Irving Gitlin; Assoc Prod- Stephen Fleischman; Prod Mgr- Norton Bloom; Dirs- Heinwar Rodakiewicz, Franklin Schaffner, others; Unit Mgr- Hugh Foster; Chief Researcher- Barbara Alson; Film Eds- Sid Katz, supervising; Ralph Rosenblum; Writers- Stephen Fleischman, Al Wasserman, Arthur Zegart, others; Music Dir- Ben Ludlow; Narrators- Charles Romine, also Walter Cronkite, Eric Sevareid, others. Documentary reports on advanced research currently in progress at leading universities; filmed on actual location with the people involved playing themselves in the 26-week series, first group in a long range project in education television. The program replaces What in the World?, with the latter moving to Saturday, 2-2:30pm EST, effective Oct 16. Last show in the Sunday spot is Oct 10.

CBS- 5-6:30pm EST; RETURN; Omnibus; from WCBS-TV(NY), no. of stations indefinite. Co-Sponsors- 1) Scott Paper Co (all Products) thru J. Walter Thompson Co (NY); Acct Exec- Kelsey Denton; Agcy Superv- Larry Goldwasser; Comm Superv- Robert Haig. 2) Aluminium (cq) Limited of Canada (Aluminum for industry) thru J. Walter Thompson Co(NY); Acct Exec- Robert E. Dennison; Agcy Superv- Bert Lawrence; Comm Superv- Robert Haig. 3) Norcross, Inc (Greeting Cards & Gift Wrappings) thru Abbott Kimball Co., Inc(NY); Acct Superv- Abbott Kimball; Acct Exec- Rita McNamara; Agcy Superv- Byron H. Collins, Jr.; Commls- Film and live. Pkgr- TV-Radio Workshop of Ford Foundation (NY); Exec Prod- Robert Saudek; Assoc Prod- Paul Feigay; Integrating Dir- Seymour Robbie (various directors for various special segments, live and film); Dir for Fred Allen- Dan Petrie; Script Ed- Max Wylie; Other credits depend on types of special segments scheduled. The experimental and adventurous series, with Alistair Cooke as m.c., returns from summer hiatus; last show March 28. One new feature for this season will be a "series within a series," dealing with newly published books, with the first of these features dealing with a forthcoming book by comedian Fred Allen. The program replaces Man of the Week, moving to 2:30-3pm EST this date, and Youth Takes a Stand, moving to Sat, 2:30-3pm EST, effective Oct 16; with a move for The American Week to an earlier Sunday spot.

DuM- 7:30-8pm EST; RETURN; Opera Cameos; from WABD(NY), no. of stations indefinite. Sponsor- Uddo & Taormina Co (Progresso Quality Foods) thru Carlo Vinti Advertising, Inc(NY); Acct Exec & Agcy Superv- Carlo Vinti; Comm Superv & Dir- Joseph Vinti; Comm Anncr- David Ross. Pkgr- Carlo Vinti Advertising, Inc (NY); Prod & Casting- Carlo Vinti; Dir- Lee Polk(DuM); Staged by- Patrick Tavernia; Music Dir- Giuseppe Bamboschek; Sets- Rudy Luchek. (Continued next page)

Sunday(17)

DuM- Opera Cameos (Continued from previous page): Giovanni Martinelli is host and narrator for the program, presenting leading opera singers in highlights of operas, some never before presented on television, others receiving first performances in many years. English sub-titles are used on the screen.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Kukla, Fran & Ollie (Mon thru Fri, 7-7:15pm EST) ADD: WXYZ-TV(Detroit) to make a 3-station net for sponsor, Gordon Baking Co; also add 20 stations co-op, both effective Oct 4.

Breakfast Club (Mon thru Fri, 9-10am EST) ADD: KABC-TV(LA) to net coverage, effective Oct 11, via quick kine, Mon thru Fri, 9-10am PST.

The Mail Story (Thu, 8-8:30pm EST) ADD: Max Ehrlich and Paul Monash, writers.

CBS- Father Knows Best (Sun, 10-10:30pm EST) ADD: Pkgr- Young-Rodney Productions.

Topper, ON FILM; NEW SERIES Oct 8; Fri, 8:30-9pm EST. New films in the comedy series, starring Anne Jeffreys, Robert Sterling and Leo G. Carroll, with Lee Patrick; based on Thorne Smith's novels of Cosmo Topper and his friends.

U.N. in Action (Mon, Tue, Thu, 5-5:30pm; Wed, Fri, 5:15-5:30pm EST) Winston Burdett replaces Larry LeSueur as CBS news correspondent at the U.N., effective Oct 11.

Danger (Tue, 9:30-10pm EST) CHANGES effective Oct 12: Prod- David Heilweil, succeeding Stanley Niss; Alternate Dirs- Tom Donovan, Byron Kelley; both succeeding Byron Paul.

Adventure (Sun, 3:30-4pm EST) New time, cutting off second half-hour, effective Oct 17.

NBC- Texaco Star Theatre; Donald O'Connor Show, ON FILM; DEBUT Oct 9; alternate Saturdays, 9:30-10pm, alternating under the Texaco name with the Jimmy Durante Show (See page 168); from WNBT(NY) & KNBH(LA), no. of stations indefinite. Sponsor- The Texas Co (Texaco gasoline & other products) thru Kudner Agency, Inc(NY); Acct Exec- Gerry Johnstone; Agcy Superv- Myron Kirk; Comm Superv- Various. Pkgr- O'Connor TV (filmed at General Service Studios, H'wood); Prod- Donald O'Connor; Prod Associates- Arthur Pierson; Dirs- O'Connor & Sid Miller; Music Dir- Walter Scharf; Camera- Hal Mohr; Film Ed- Arthur Seid; Writers- Sid Miller, Hal Fimberg, Eddie Maxwell; Choreog- Louis Da Pron. Donald O'Connor stars in his own variety show; with Sid Miller and various guest stars.

Out On the Farm; RETURN Oct 10; Sun, 4-4:30pm EST; from WNBQ(Chi), to the net. Sustaining. Pkgr- NBC Chicago; Prod- Ben Park; Dir- Don Meier; Agric Adviser- Ken Fiske; Writer- Dorothy Ruddell. Agriculture series originating at the Wilbert Landmeier dairy farm, near Cloverdale, Ill., with special films of other farms integrated into program; also with weatherman Clint Youle and gardening expert John Ott. Program replaces American Forum, which moves up to 3:30-4pm, replacing Comment in that time spot.

Television Playhouse (Philco & Goodyear) (Sun, 9-10pm EST) Hal Loeb named casting director, effective Oct 11, replacing Everett Chambers(NBC), who now casts only Mr. Peepers.

NBC STATION CALL LETTER CHANGES; effective midnight, Oct 17: WNBT(NY) becomes WRCA-TV; WNBW(Wash) becomes WRC-TV; KNBH(LA) becomes KRCA-TV.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - Guess Who It Is; DEBUT Oct 9; Sat, 11:30am-12noon EST. Sponsor- Shower Master thru Hal Tunis Associates, Inc(NY). Pkgr- Hal Tunis Associates, Inc(NY); Prod- Hal Tunis; Dir- Lee Davis. Hal Tunis moderates a panel quiz show in which contestants, attempt to guess the identity of people, places and objects from silhouettes seen on a screen, with prizes for winners.

WABD(Ch 5) New York - Golf Clinic; DEBUT Oct 8; Fri, 7:30-7:45pm EST. Sponsor- Tempesta Import Corp (Carpano Vermouth) direct. Pkgr & Prod- Helen Kramer. Golf analyst Phil Galvano serves as instructor-pro, demonstrating fine points of golf; with Nick Kenny as host, and guest celebrities.

WPIX(Ch 11) New York - Today's Best Buys; DEBUT Oct 11; Mon thru Fri, 2-2:30pm EST. Participations. Prods- Harry Solow, Kenneth Small; Co-ordinator- Frank Easy; Dir- Herb Homes(WPIX). Kathy Godfrey, as a "shopper," presents the day's best department store features.

WATV(Ch 13) Newark-NY - Musical Jackpot; DEBUT Oct 4; Mon thru Fri, 3-4pm EST. Participations. Prod- George Green; Dir- Don Horan; Music Dir- Jay Stanley. Paul Brenner is m.c. for a musical quiz show for viewers, with merchandise prizes for correct answers to song questions; with vocalists Cece Blake and Sandy Evans, with The Nocturnes and the Jackpot Trio, instrumentalists.

KABC-TV(Ch 7) Los Angeles - Beat the Record; DEBUT Oct 11; Mon thru Fri, 3:30-4pm PST. Participations. Prod & Writer- Harfield Weedin; Dir- George Fluornoy. Reed Browning is m.c., assisted by Bobbie Howe, for this studio and home audience participation musical quiz show, in which studio and home contestants are matched and vie to identify a tune in 15 seconds, for merchandise prizes.

KTTV(Ch 11) Los Angeles - Harry Richman Show; PROD CHANGE: Joe Agnello(KTTV) is producer & director. (See page 170).

LOCAL FILM SERIES -- DEBUTS & RE-RUNS

(New York, Chicago & Los Angeles)

STA & CHAN	SERIES TITLE & DISTRIB	SPONSOR & AGENCY	START DATE	DAY	TIME
New York					
WABD(5)	*"Waterfront" (UTP)	-LaRosa & Son thru Kiesewetter, Baker, Hagedorn & Smith(NY)	9/28	Tue	7:30-8pm
WABD(5)	*"Norman Sper Football Forecasts" (Film Distribs, Inc)	-DuPont (Zerone, Zerex) thru BBD&O(NY)	10/1	Fri	7:45-8pm
WNBT(4)	" " "	- " "	10/2	Sat	1:30-1:45 pm
WNBT(4)	*"Foreign Intrigue" (Sheldon Reynolds Prodns)	-Ballentine(Beer & Ale) thru J. Walter Thompson Co(NY)	9/30	Thu	7-7:30pm
Chicago					
WBBM-TV(2)	*"Norman Sper"- See information above		9/30	Thu	11:30-11:45pm
WNBQ(5)	*"Abbott & Costello" (MCA)	-Top Pop Products (alt weeks) thru W. B. Doner	10/9	Sat	NA
WNBQ(5)	#"Hopalong Cassidy" (NBC Films)	-Chicago 7-Up Bottling Co thru Guenther Bradford & Co	10/2	Sat	5:30-6pm
Los Angeles					
KTTV(11)	*"This Is Your Music" (Jan Productions)	-Pacific Telephone Co BBD&O	10/4	Mon	9:30-10pm
KTTV(11)	*"The Frankie Laine Show" (Guild Films)	-Theo Hamm Brewing Co thru Campbell-Mithun, Inc	9/19	Sun	10-10:30pm
KTTV(11)	*"The Cisco Kid" (Ziv TV Programs)	-Interstate Bakeries Corp thru Dan B. Miner Co.	10/9	Sat	6:30-7pm
KTTV(11)	#The Cisco Kid" (Ziv)	- " " "	10/10	Sun	6:30-7pm
KNBH(4)	*"Meet Corliss Archer" (Ziv)	-Louis Milan Foods Co thru Arthur Meyerhoff Agency alt with Brown & Haley, Inc (candy) thru Honig-Cooper Adv.	10/7	Thu	7-7:30pm

CODE: *First run in market #Re-runs

(Extensive changes in recent weeks have delayed the inclusion of some listings. They will be listed during coming weeks).

FILM DIGEST: Janet Dean, R. N. has been retitled The Ella Raines Show, following the lead of other packages that switched to the stars' names to help pull an audience for the package. Again, it's a case of rising above the anonymity of newspaper log listings and the pulling power of a familiar movie name, as several network film series have discovered during the past two years. .....Current Hollywood TV film series in production, for both net packages and syndication, total 56, not including hopeful and hopeless pilots. Only a couple are waiting for sponsors. .....West Coast film people are laughing over the faux pas with Mario Lanza on the Shower of Stars show and are saying out loud that live TV is going filmward slowly if it is necessary to pre-record. Why not go all the way and film the stanzas? Pre-recording and film inserts on live shows got their big impetus a couple of years ago from Eddie Cantor when he returned to the Colgate Comedy Hour after his illness and had to have a way to cut down on the hectic changes and also reduce the on-screen pressures.

Busby Berkeley, originally supposed to produce KTTV's Harry Richman Show (live), has been directing Big Town films for Gross-Krasne and is currently handling a set of three.....Easterners are sure that the Liberace-Joanne Rio "marriage" announcement which he denied the next day is a large publicity hoax to keep alive all the fan magazine ferment about why he would or would not marry. TV Guide got a copyrighted interview with the pianist for the upcoming week's issue which quoted him as saying, "I am not getting married. I have no definite plans to marry...." The buildup began just like the typically Hollywood movie romances, an appearance here and there, with the Hollywood columns noting it all for temporary posterity. And of course it boosts his TV film promotion as well as the live concerts.

The distribution agreement between Motion Pictures for Television and the new UM&M Corp, under which the latter becomes a distributor, subdistributor of MPTV syndicated film series, points up the money problems behind TV film distribution that has forced mergers and has put some of the smaller outfits in a tough spot. Matty Fox, chairman of MPTV, pointed out at the time the agreement was announced that a distributor can get sales in the first 40 to 60 markets in a comparatively short time at a fairly low sales expense, but sales and distribution costs in smaller markets eat up between 50 and 75 per cent of the gross. He also revealed that 65 to 70 per cent of TV film revenue comes from the top group of markets, the easy ones to sell. The new distribution agreement makes a regular 185-man sales force available for MPTV products which makes the smaller market sales effort economically feasible, since these men also work them for other movie products.

Leo Guild reports in his Hollywood Reporter column that salesmen are hit with two questions when they approach stations on packages: "How much does it cost?" and "Who's in it?" Then he says that a good price and a star name can sell everywhere. But the prices for star names negate the possibility of a "good" price for most film series.

NEWS & COMMENT: The September Nielsen Newscast reports that "Total daily radio-TV potential for advertisers now 38% higher than in '49. In terms of home hours per day (total homes times average number of hours of activity per home per day) last spring the tv total was 140.6 million, with radio 125.8 million, for a total of 266.4 million. Five years ago, combined total was 193.2 million home hours daily. Nielsen also reported that tv viewing during the summer was even with 1953, but usage was higher in the daytime and lower at night. This trend might also be reflected in increased attendance at public meeting places during the past year, including metropolitan movie attendance.

Light's Diamond Jubilee, the four-network, two hour show scheduled for Oct 24 has announced practically every arrangement for the show including the interesting fact that "casting for the show has not yet been completed" (last week) but the publicity flows from all the networks with each one announcing a different total of stations. The interconnected group ranges from 310 to 325, with kines playing other stations counted on to swell the total to the maximum possible. Stars thus far lined up include Helen Hayes, Joseph Cotten, Brandon de Wilde, Guy Madison, Thomas Mitchell, Walter Brennan and Kim Novak. Almost any "spectacular" that comes along any week has higher-powered names, but that may be the virtue that will make the Light program a better-balanced meal for viewers.

KNXT(LA) made a big news splash about being the first Western station to carry a locally originated color television program, with the added note that the program, starting Sunday (Oct 10) makes KNXT the first video outlet in "the West" to make color programming available to advertisers. Such claims, which apparently ignore the color programming activities of KING-TV(Seattle), make TV look silly, unless the state of Washington is not considered part of the West. Same mixup happened in New York when WNBT and WCBS-TV crossed claims on which was the first with color announcements.

PERSONNEL CHANGES: Storrs Haynes rejoined Compton Advertising as v.p. in charge of the radio & TV program dept, working with Lewis H. Titterton, v.p. and director of radio & TV programming.....CBS West Coast radio and TV operations have been divisionally reorganized with the following departments: Auditing, Labor Relations, Legal, Personnel, Photographic, Program Clearance, Purchasing and Storekeeping transferred to CBS Television, effective Oct 3. Supervision of the departments is now under Charles L. Glett, v.p. in charge of network services, Hollywood. Among other radio and TV personnel changes, Ed Nathan will head the CBS Television editing dept in Hollywood as manager. .....Jim Bruce has been named program manager of WLW-T(Cinn), and Pete Katz has been appointed executive producer for the station, in charge of creative programming plans..... Shelly Rothman, artists rep and theatrical agent, has opened offices at 200 W 57th St, NYC (CI 6-8020).....Charles C. (Bud) Barry resigned as v.p. in charge of TV program sales for NBC-TV.

TALENT SHOWSHEET OCTOBER 11-17, 1954

Most of the shows on Oct. 8, 9, 10 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, October 15. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY OCTOBER 8

GUY LOMBARDO	WNBT 7pm	Eugenie Baird (S), Art Ford (disc jockey)
HOLLYWOOD PREVIEW	WOR-TV	Jan Sterling, film clips from Human Jungle, Beau Brummel
RED BUTTONS	NBC 8pm	Barbara Cook, Edwin Bruce, Walter Burke, Jack Wakefield, Harold Magee; (SW & SD)
Ray Bolger	ABC 8:30	Ray Cures Stage-Struck Friends - (O) by Paul Henning, Don Johnson; with regulars & Alan Reed, Jerry Hausner, Maurice Kelly, Andy Mayo's Pansy the Horse, James Cross; (SD)
THE STRANGER (Robert Carroll)	DuM 9pm	Torpedo - (O) by James Blumgarten; with Anthony Ross, Dorothy Jolliffe, Paul Lipson, Walter Klavun, Ed Latimer; (SD)
CHANCE OF A LIFETIME	DuM 10pm	Buddy Marlowe (S&M) (7th consecutive appearance)

SATURDAY OCTOBER 9

WINKY DINK & YOU	CBS 10:30	Ham Fisher (cartoonist)
The Range Rider (Jack Mahoney)	WNBT 6:30	Blind Canyon - (O) by Robert Schaefer & Eric Freiwald; with regulars & B. G. Norman, Gloria Winters, Marshall Reed, Pierre Watkin; (SD)
ETHEL AND ALBERT (Lynch & Bunce)	NBC 7:30	regulars & Maurice Wells, Truman Smith, Nelson Olmsted, Robert Fortin, Phil Kramer; (SW & SD)
JACKIE GLEASON	CBS 8pm	regulars & Ruby Keeler (S&D)
LET'S DANCE	ABC 8pm	Helene & Howard (D) & regulars (FROM NY & CHI)
IMOGENE COCA	NBC 9pm	Luella Gear, John Emery, Charles Mendick, Charlene Harris, Pamela Simpson, Harry Kaddison, Fredd Wayne; (SW & SD)
Texaco Star Theatre (Donald O'Connor)	NBC 9pm	Jimmy Durante (C), Mitzi Gaynor (D), Sid Miller; (O) by Hal Fimberg, Eddie Maxwell, Sidney Miller; (SD) by O'Connor & Miller; (FROM HOLLYWOOD, PREMIERE OF FALL SERIES)
STORK CLUB (Sherman Billingsley)	ABC 10pm	Edith Adams (S), Fontaine Sisters (S), Pat Bright (S&C), Gabby Hayes, Arlene Francis, John Daly, Joan Alexander, Ed & Pegeen Fitzgerald
Willy (June Havoc)	CBS 10:30	Willy's N.Y. Colleague - (O) by Bob Fisher & Alan Lipscott; with regulars & Hal March, Sig Ruman, Burt Mustin; (SD)

SUNDAY OCTOBER 10

LAMP UNTO MY FEET (Bill Leonard)	CBS 10am	The City Remaineth - (O) by Allan Sloane; with Jacques Aubuchon, Muriel Kirkland, Henry Sharpe, Hamish Cochrane, Voytek Dolinski; (SD)
AMERICAN INVENTORY	NBC 12:30	The Teller - (O) by Lawrence Hazard; with Donald McKee, Marjorie Gateson, Fred Herrick, Cliff Owen, Jess Cain, William Lee, King Calder, Alice Frost, Harry Worth, Dean Harens, Douglas Cummings, Jason Johnson; (SD)
HALLMARK HALL OF FAME	NBC 5pm	The Immortal Oath - (O) by Eileen & Robert Mason Pollock; with John Baer, Vera Miles, Lumsden Hare, Jay Barney, Steve Rowland; (SD, FROM HOLLYWOOD)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Great Adventure of Marco Polo - (O) by Jeremy Daniel; with David Stewart, Fred Rolfe, Robert Harris, Anne Hegira, John Cassavetes, Everett Sloane, Irma Sandre, Milton Selzer
Private Secretary (Ann Sothern)	CBS 7:30	One Bewitching Hour - (O) by Phil Davis; with regulars & Gertrude Michael, Joan Banks, Gargan, Grady Sutton, George Givot, Janet Stewart, Virginia Stefan, Claudia Barrett; (SD)
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	Seen of Murder - (O) by Gene Watts; with regulars & Arny Freeman, Harold Stone, Sherri Windsor, Clinton Roberts; (SD)

TALENT SHOWSHEET (more)

SUNDAY OCTOBER 10 (Cont'd)

GENERAL ELECTRIC THEATRE (Ronald Reagan)	CBS 9pm	The Long Way Round - (O) by James Ronald; with Ronald Reagan, Nancy Davis, George Voskovec, Lawrence Fletcher, Malcolm Broderick, Stephen Harris; (SD)
LIFE BEGINS AT 80	DuM 9:30pm	Buddy Rogers & regulars

MONDAY OCT. 11

CAESAR'S HOUR (Reiner & Morris)	NBC 8pm	regulars & Peggy Lee (S), Joe de Santis, Paul Reed, Mike Enserro, Jules Racine, Gina Shields, Chris Hofer; (SW & SD)
THE VOICE OF FIRESTONE	ABC 8:30	Rise Stevens (S)
TALENT SCOUTS	CBS 8:30	Raquel Montalvo (S), Richard Cassily (S), the Marvelleers (S&M)
The Medic (R. Boone)	NBC 9pm	Vagrant Heart, Vagrant Cup - with Doris Dowling, Arthur Millan
I Love Lucy (Ball&Arnaz)	CBS 9pm	regulars & Charles Winninger; (SW & SD)
December Bride (Spring Byington)	CBS 9:30	Chicken Salad - (O) by Parke Levy, Phil Sharpe, Bill Freedman; with regulars & Harry Morgan, Verna Felton, John Qualen; (SD)
ROBERT MONTGOMERY PRESENTS	NBC 9:30	Autumn Crocus - (O) by Dodie Smith, (A) by Theodore & Mathilde Ferro; with Julie Haydon, George Voskovec, Pat Nye, Betty Sinclair, June Dayton, Dean Harens, Edgar Franken, Olga Fabian, Lana Kewalew; (SD)
STUDIO ONE	CBS 10pm	Melissa - (O) by Taylor Caldwell (novel), (A) by Don Ettlinger; with Faye Emerson, Walter Brooke, Raymond Bramley, Teal Ames, Gage Clarke, Alan Ericsen, Brandon Peters, Isabel Price, Walter F. Appler; (SD) by Paul Nickell; Title Drawing by Austin Briggs

TUESDAY OCTOBER 12

Ella Raines	WNBT 7pm	The Morton Case - (O) by Harry Junkin; with Paul Langton, Hildy Parks, William Abel, Alan Manson; (PROGRAM TITLE CHANGED FROM JANET DEAN, R.N. TO ELLA RAINES SHOW EFFECTIVE THIS DATE)
Cavalcade of America	ABC 7:30	Spindletop - (O) by Winston Miller; with William Bishop, Nancy Hale, Richard Eyer, Richard Gaines, Stanley Andrews, Burt Mustin, Russell Gaige, Rennie McEvoy; (REPEAT, SEEN LAST MAY)
Waterfront (Preston Foster)	WABD 7:30	Captain Long John - (O) Warren Wilson; with regulars & Harry Lauter, Dian Fauntelle, Billy Chapin, Pinky Tomlin, Willie Best, Walter Sande, Jack Dailey, Ernest Borgnine, Stuart Randall, David Saber; (SD)
BOB HOPE TV SHOW	NBC 8pm	Rosemary Clooney (S), David Niven, Jose Greco & Co. (D); From NY: "Tug" Wilson, pres. of U.S. Olympic Committee; Jesse Owens, Mel Patton, Harrison Dillard, Bob Mathias, Rev. Bob Richards, Bill Carr, Walt "Buddy" Davis (all Olympic athletes) (SW by Mort Lachman, Bill Larkin, John Rapp, Lew White; Prod by Jack Hope; Choreog - Nick Castle; Music - Les Brown & Band of Renown (MAJOR PART OF SHOW FROM HOLLYWOOD, FALL PREMIERE)
THE BLUE ANGEL (Orson Bean)	CBS 8:30	Pearl Bailey (S), Monica Lewis (S), Los Chavales De Espana (S&D) (LAST SHOW OF SERIES)
Studio 57	DuM 9pm	The Traveling Room - (O) by Frederic Brown (A) by James Gunn; with Marguerite Chapman, Jacqueline DeWit, Herbert Butterfield, Richard Karlan, Strother Martin, Suzanne TaFel, Gordon Barnes; (SD) by Richard Irving
Fireside Theater	NBC 9pm	The Reign of Amelika Jo - (O) by John W. Vandercook, (A) by Herbert Little, Jr. & David Victor; with John W. Vandercook as narrator; James Edwards, Sven Borg, Nick Stewart, Johnny D. Lee, Joyce Hampton, Robin Hughes, Keye Luke, John Banner (SD; VIRTUALLY ALL-NEGRO CAST)
Danny Thomas	ABC 9pm	Terry Takes Charge - (O) by Jean Holloway; with regulars & Elvia Allman, Stephen Geray; (SD)
THE UNITED STATES STEEL HOUR	ABC 9:30	The Man With the Gun - (O) by W. E. C. Fairchild, (A) by Arthur Arent; with Gary Merrill, Leueen MacGrath, Alexander Scourby, Frederic Worlock, Dana Wynter, Edward Binns, Ralph Clanton; (SD)

TUESDAY OCTOBER 12 (Cont'd)

DANGER	CBS 9:30	Death is My Neighbor - (O) by Edward Radin, (A) by George Bellak; with Harry Townes, Jo Van Fleet, Peggy McCay; (SD) by Tom Donovan(new alt Dir); Prod by David Heilweil (succeeding Stanley Niss)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	Half a Hero - (O) by Irving Gaynor Neiman; with Larry Blyden, Nita Talbot, Ray Walston, Bill Daniels, Harry Clarke, Jack Albertson; (SD) by Dan Petrie
LIFE WITH FATHER (Leon Ames&Lurene Tuttle)	CBS 10pm	Father and Young Love - (O) by William Roberts; with regulars Marion Ross, Eilene Janssen; (FROM HOLLYWOOD)
It's a Great Life (O'Shea,Bishop,Dunn)	NBC 10:30	regulars & Eddie Marr, Jerry Hausner, Liz Slifer, Bob Jellison, Irene Tedrow, Gene D'Arcy; (SW & SD)

WEDNESDAY OCTOBER 13

Wild Bill Hickok (Guy Madison)	WNBT 6pm	Blacksmith Story - with regulars & Carole Mathews, Sam Flint, Robert Livingston, Richard Alexander, W. McCormack; (SW & SD)
My Little Margie	NBC 8:30	The Do-Gooder - with regulars & John Hubbard, Shirley Mills
Alias Mike Hercules	ABC 8:30	(O) By Herbert Margolies; with Hugh Beaumont, Reginald Denny, Marie Windsor; Dir by Bud Boetticher; Prod by Hal Roach (LAST OF THREE ONE-SHOT PILOTS)
MASQUERADE PARTY	ABC 9pm	regulars & Vaughn Monroe (S&M) as guest panelist
CHICAGO SYMPHONY	DuM 9pm	Fritz Reiner (conductor); George Kuyper, regular host(PREMIERE)
KRAFT TELEVISION THEATRE	NBC 9pm	Papa Was a Sport - (O) by Helen Cotton; with Lilia Skala, Richard Jaeckel, Lenka Peterson, Barnard Hughes, James Sutherland, Stefan Olsen, Jennie Egan, Belle Flower, Tom Shirley, Robinson Stone, John Martin; (SD) by Dick Dunlap
THE BEST OF BROADWAY	CBS 10pm (COLOR)	The Man Who Came to Dinner - (O) by George S. Kaufman & Moss Hart, (A) for TV by Ronald Alexander; with Monty Woolley, Joan Bennett, Merle Oberon, Bert Lahr, William Prince, ZaSu Pitts, Reginald Gardiner, Buster Keaton, Sylvia Field, Frank Tweddell Howard St. John, Catharine Doucet, Clarke Gordon, Arthur Marlowe, Irene Cowan, Boy Chorus of St. Patrick's Cathedral; Dir by David Alexander
Douglas Fairbanks	WNBT 10:30	The Man Who Heard Everything - with Michael Gough, Brenda Bruce
Big Town (Mark Stevens)	NBC 10:30	regulars & Barry Kelley, John Dehner, Ellen Corby, John Doucette, Peggy Maley; (SW & SD) (NET ONLY, ON WNBT Mon 10:30pm)

THURSDAY OCTOBER 14

Foreign Intrigue (Gerald Mohr)	WNBT 7pm	F. I. in the Boxing Game - (O) by Harold Jack Bloom; with regulars, no others listed; (SD)
Ray Milland (Phyllis Avery)	CBS 8pm	regulars & Henry Hull, Lloyd Corrigan, Edith Evanson, Charles Davis; (O) by Milton Pascal & Morris Freedman; (SD) by Jules Bricken
THE MAIL STORY	ABC 8pm	Dead Letters - (O) by Max Ehrlich; with Harry Townes, Joe Bernard, Bramwell Fletcher, Margaret Barker, Katherine Raht, Truman Smith, Josef Draper, Noel Leslie; (SD)
JUSTICE (Gary Merrill)	ABC 8:30	Terror in the Tracks - (O) by David Shaw; with Skip Homeier, Gaby Rodgers, Joseph Wiseman, Russell Hardie, William Erwin; (SD)
Treasury Men in Action (Walter Greaza)	ABC 8:30	The Case of the Still Waters - (O) by Sidney Edelstein; with Barton MacLane, King Donovan, Pat O'Neal, Bob Folk, Lewis Charles; (SD) by Will Jason
CLIMAX! (William Lundigan)	CBS 8:30	The Thirteenth Chair - (O) by Bayard Veiller, (A) by William Brown; with Ethel Barrymore, Dennis O'Keefe, Joan Evans, Paul Harvey, Barbara Billingsley, Arthur Franz, Amanda Blake, Lamont Johnson; (SD, FROM HOLLYWOOD)
SO YOU WANT TO LEAD-BAND?	ABC 9pm	Jill Corey (S)

TALENT SHOWSHEET(more)

THURSDAY OCTOBER 14 (Cont'd)

KRAFT TELEVISION THEATRE	ABC 9:30	The Passionate Bystander - (O) by Walter Black & William Mendrek; with Ernest Truex, Katherine Hynes, Gene Lyons, Josephine Brown, Addison Richards, Edith Meiser, Bern Hoffman, Cavada Humphrey, Robert Lieb, Mary Alice Moore, Edith King, Fairfax Burgher, Ed Hugh, Richard Cowdery; Prod & (SD) by Stanley Quinn
Four Star Playhouse	CBS 9:30	Interlude - (O) by Frederick J. Lipp; with Dick Powell, Joanne Woodward, Daria Massey, Dona Jo Gribble, Diane Jergens, Jonothan Hole, Robert Bice, Nana Bryant; (SD) by Roy Kellino
Ford Theatre	NBC 9:30 (COLOR)	Shadow of Truth - (O) by Alice Lent Covert, (A) by Robert Hardy Andrews; with Keefe Brasselle, Thomas Mitchell, Marjorie Lord, Sidney Blackmer, Ann Doran, James Bell, Robert Foulk Dir by Gregg G. Tallas; Prod by Irving Starr (FIRST OF COLOR FILM SERIES)
Public Defender (Reed Hadley)	CBS 10pm	Where Credit is Due - (O) by Paul Franklin; with Don Megowan, Margo Karin, Forrest Taylor, Percy Hilton, Mitchell Kowal, Charles Evans, Maury Dexter, Walter Reed; (SD)
LUX VIDEO THEATRE (James Mason)	NBC 10pm	A Visit from Evelyn - (O) by Turner Bullock & Ruth Woodman; with Ann Harding, Lynn Bari, Raymond Greenleaf, Lillian Culver, Eugenia Paul, Jon Sheppard; (SD, FROM HOLLYWOOD)

FRIDAY OCTOBER 15

Adventures of Rin Tin Tin	ABC 7:30	Meet Rin Tin Tin - (O) by Douglas Heyes; with regulars: Rin-Tin-Tin, Lee Aaker, James Brown, Joe Sawyer; & William Forrest, Rod Redwing, Rand Brooks, John Hoyt; Dir by Robert Walker (PREMIERE)
MAMA (Peggy Wood)	CBS 8pm	Mama's Flirtation - (O) by Turner Bullock with regulars & David White; (SD)
The Life of Riley (Bendix)	NBC 8:30	regulars & Emory Parnell; (SW & SD)
Ray Bolger (Marjie Millar)	ABC 8:30	Stag at Bay - (O) by Maurice Richlin, Fred Fox, Stanley Shapiro; with regulars & William Schallert, Janet Stewart, Robert Easton, Paul Keast; (SD)
THE BIG STORY (Norman Rose)	NBC 9pm	Ken McCormick, Detroit Free Press - (O) by Mel Goldberg; with Perry Wilson, Melville Ruick, P. Jay Sidney, Floyd Ennis, John C. Becher, Joe Foley, Ruth Yorke, Carey Bridewell; (SD)
THE STRANGER (Robert Carroll)	DuM 9pm	No Way Cut - (O) by John Gay; with Phyllis Love, Logan Field, Don Briggs, Boris Aplon, Stewart Bradley, Philippa Bevans, Jess Cain; (SD)
Schlitz Playhouse	CBS 9pm	Square Shootin' - (O) by Wallace Smith; (A) by Don Martin; with John Newland, Marcia Patrick, Walter Sande, Lane Chandler, Harlan Warde, Larry Hudson, John Doucette, John Pickard, Michael Ragan, Marjel de Lauer; (SD) by Jus Addiss
Our Miss Brooks (Arden)	CBS 9:30	regulars & Leo Curley, Hy Averback, Joe Forte; (SW & SD)
The Vise (Ron Randell)	ABC 9:30	Let Murder Be Done - (O) by James Eastwood; with Dennis Price, Avis Scott, Betty Ann Davies; Dir by David MacDonald
The Lineup (W. Anderson)	CBS 10pm	regulars & Jack Carol, Philip Pine; (SW & SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 8 THRU FRIDAY OCTOBER 15

TODAY (Dave Garroway)	NBC 7am	W - Harry Belafonte (S), Bob Mathias (Olympic champ), Mary Martin & daughter Heller Holliday in filmed interview; Thu - Irving Berlin (composer); F - Guido Orlando (author)
GEORGE SKINNER	WCBS 9am	M - Ted Malone; Tu - Richard Hayman (M); W - Henry Morgan (C); Thu - Jay Marshall (C&magic); F - Ruth Manecke (animals)
GARRY MOORE	CBS 10am	Thu - Dagenham Girl Pipers; F - Mickey Deems (C), Ladd Lyons (magic)
HOME (Arlene Francis)	NBC 11am	M - Hugh Downs & Jillana (S&D)
STRIKE IT RICH	CBS 11:30	M - Bob Olin (restaurateur)

TED STEELE	WOR-TV 2:30	M Thru F - Judy Valentine, Thelma Carpenter, Bobby Lucas(alls)
THE WORLD OF MR SWEENEY (Charlie Ruggles, Helen Wagner, Glenn Walken)	NBC 4:30	M - regulars & Nell Harrison, Harrison Dowd, Mort Stevens; Tu-- Lydia Reed; W - Julie Follansbee; Nicholas Saunders; Thu - Charles Cooper; F - Janet Fox, Jean Cleveland; (SW & SD)
MODERN ROMANCES (Martha Scott)	NBC 4:45	M thru F - (O) by Earl Hamner; with Joan Chandler, Murray Hamilton, Richard Derr, Phoebe MacKaye, Jackie Schole; (SD)
HOWDY DOODY	NBC 5:30	Tu - Paul Winchell (ventriloquist)
MAGIC COTTAGE	WABD 6pm	M thru F - Hal Cooper, Bernard Grant; (SW & SD)
COKE TIME-E. FISHER	NBC 7:30pm	F (10/15) - Kitty Kallen (S)
TONIGHT (Steve Allen)	NBC 11:30	W - Duke Ellington & Orchestra; Thu - Max Liebman(producer)
		SATURDAY OCTOBER 16
Captain Midnight (Richard Webb)	CBS 11am	Trapped Behind Bars - (O) by Milton M. Raison, (A) by George Bricker; with regulars & Don C. Harvey, Lennie Bremen, Charles Postal, Mel Welles, Gene Roth, Edward Foster; (SD)
The Range Rider (Jack Mahoney)	WNBT 6:30	Jimmy the Kid - (O) by Milton Raison; with regulars & Wendy Waldron, Denver Pyle, Greg Barton, Steve Clark, Kermit Maynard, Ewing Mitchell, Boyd Stockman; (SD)
MY FAVORITE HUSBAND (Caulfield & Nelson)	CBS 9:30	(O) by Sol Saks, Shirley Gordon, William Cowley; with regulars & others to be announced; (SD, FROM HOLLYWOOD)
Willy (June Havoc)	CBS 10:30	Willy Chooses Not to Run - (O) by Louis Pelletier; with regulars & Maudie Prickett, Jesse Kirkpatrick, Paul Maxey; (SD)
The Lone Wolf (Louis Hayward)	WNBT 11:15	Memo: Centerville (Minister Story) - (O) by Antony Ellis; with Henry Morgan, Robert Osterloh, Dan Riss, Allene Roberts, Tudor Owen, Jess Kirkpatrick; (SD)
		SUNDAY OCTOBER 17
Lamp Unto My Feet (Dr. Lyman Bryson)	CBS 10am	Our Bible and How It Came To Us - excerpts from film produced by Caravel Films for American Bible Society; (O) by Bible Society & Steven Fleischmann, Courtney Anderson; Dir by Mauri Goldberg
FRONTIERS OF FAITH	NBC 1:30	Same credits as last week & James Millhollin; (SD)
Roy Rogers (& Dale Evans)	NBC 6:30	The Last of the Larrabee Kid - (O) by Milton M. Raison; with Bill George, Sarah Padden, Don Harvey, John Cason, John Merton, Harry Harvey, Fred Sherman, Jack O'Shea; Dir by Donald J. McDougall
YOU ARE THERE (Walter Cronkite)	CBS 6:30	Edison's Miracle of Light - (O) by Kate Nickerson; with Richard Waring, E. G. Marshall, Bramwell Fletcher, Dan Morgan, Martin Brooks, Nehemiah Persoff, Ray Bramley; (SD)
MR. PEEPERS(Wally Cox)	NBC 7:30	regulars & Gage Clarke, Sammy Smith, Betty Sinclair; (SW & SD)
OPERA CAMEOS (Giovanni Martinelli)	DuM 7:30	Excerpts from La Traviata - opera by Verdi; with Beverly Sills, John Druary, Frank Valentino, Jane Morrow, Robert Barry, Carlo Tomanelli, Patricia Bowman (all S, latter D); Subtitles by Joseph Vinti (PREMIERE, FALL SERIES)
JACK BENNY	CBS 7:30	Kirk Douglas, Dick Powell, Fred MacMurray, Dan Dailey, Tony Martin (all appear as musicians) (SW & SD, FROM HOLLYWOOD)
Pepsi-Cola Playhouse (Polly Bergen)	ABC 7:30	Death the Hard Way - (O) by Fenton W. Earnshaw; with Eve Miller, William Gargan, Patrick O'Neal; Dir by Blake Edwards
COLGATE COMEDY HOUR	NBC 8pm	Milton Berle, Janis Paige, Mitzi Green, Smith & Dale, George E. Price, Joel Gray in Diamond Jubilee of the Friars Club; (O) by Buddy Arnold & Woody Kling; Prod by Arthur Knorr; Dir by Garry Simpson
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Bing Crosby (on film); Irving Berlin (composer), Liberace (M), "Peg Leg" Bates (D), Hal LeRoy (D), Will Jordan (mimic), Sinclair & Spaulding (D)
GENERAL ELECTRIC THEATRE (Ronald Reagan)	CBS 9pm	Edison the Man - based on M-G-M film, (TV A) by George Bellak; with Burgess Meredith & others to be announced; (SD)

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(18)

NBC- 8-9:30pm EST, every fourth Monday; DEBUT; Producers' Showcase; from WRCA-TV(NY), no. of stations indefinite. Co-Sponsors- 1) Radio Corp of America (RCA Victor, TV sets) thru Kenyon & Eckhardt, Inc(NY); Prog Superv- Blake Johnson; Comm Superv- Marshall Stone; Comm Anncr- Vaughn Monroe (live and film); Prog Anncr- Mel Brandt. 2) Ford Motor Co (Ford cars, trucks, farm implements; Lincoln-Mercury cars) thru Kenyon & Eckhardt, Inc(NY); Comm Superv- Marshall Stone; Commls, live and film. Pkgr- NBC-TV(NY); NBC Prod- Fred Coe; Exec Prod- Jack Rayel; Prod & Dir (premiere only) Otto Preminger; guest producers and directors for each production; Assoc Prod- Bill Nichols(NBC); TV Dir- John Bloch; Music Dir- Carmen Dragon (premiere); Sets- William Molyneux; NBC Costume Superv- Rose Bogdanoff. Premiere production, Tonight at 8:30, additional credits: Writer & Music- Noel Coward; TV Adapt- F. Hugh Herbert; Choreog- Dick Barstow; Ginger Rogers Costumes- Travilla(cq). Ginger Rogers stars in the three one-act plays of Noel Coward's Tonight at 8:30 in this premiere colorcast of the NBC Monday night spectaculars. Future productions, every fourth Monday, will have guest producers and directors guiding top Broadway and Hollywood talent in both originals and adaptations of past stage successes. Showcase replaces Caesar's Hour, 8-9pm, and Medic, 9-9:30pm, each fourth Monday.

Tuesday(19)

CBS- 8:30-9pm EST; DEBUT; The Halls of Ivy, ON FILM; from WCBS-TV(NY) & KNXT(LA); 49 stations net, 19 delayed. (Includes 15 net, 6 delayed sponsored by Int'l Harvester every week). Alternate Sponsors- 1) International Harvester Co (Appliances) thru Leo Burnett Co., Inc(Chi); Acct Exec- James Love. 2) National Biscuit Co thru McCann-Erickson, Inc(NY); Acct Execs- William Conine, Farish Jenkins; Comm Superv- Russ Johnston. Pkgr- Hall Productions(H'wood); Film Prod- Television Programs of America (at Motion Picture Center, H'wood); Exec Prod- Leon Fromkess; Prod- William Frye; Dirs- Norman Z. McLeod, William Cameron Menzies; Writers- Don Quinn, Barbara Merlin; Camera- Al Gilks; Film Ed- Otto Meyer. Situation comedy series, starring Ronald and Benita Hume Colman as a college president and his wife, characters created by Don Quinn for the radio series of the same name; with Mary Wickes, Herb Butterfield and James Todd. Program replaces The Blue Angel in this time spot.

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Wednesday(20)

ABC- 8:30-9pm EST; RETURN; The New Stu Erwin Show, ON FILM; from WABC-TV(NY) & KABC-TV(LA), 14 stations net, 45 delayed. Sponsor- Liggett & Myers Tobacco Co (L & M Filters Cigarettes) thru Cunningham & Walsh, Inc(NY); Acct Exec- Fred H. Walsh; Comm Superv- Art Kling. Pkgr & Film Prod- Roland Reed Productions (at Hal Roach Studios, Culver City); Prod- Hal Roach, Jr; Assoc Prod- Guy V. Thayer; Dir- Howard Bretherton; Writers- Various; Art Dir- McClure Capps; Superv Ed- Fred Maguire; Dir of Photog- Ernie Millier; Film Ed- Bruce Pierce. Stu Erwin and his wife June Collyer star in a new version of their situation comedy film series; with Sheila James and Merry Anders as their children, and Willie Best, Alan Reed, Jr. and others. ABC-TV had shown half-hour pilot films produced by Hal Roach in this time spot during the past three weeks.

ABC & DuM- 10-10:30pm EST; SPECIAL; Eisenhower Address; from WABD(NY) & WABC-TV (NY); DuMont feed, to the DuMont and ABC nets. Sustaining. President Eisenhower speaks on "Man's Opportunities and Responsibilities Under Freedom" at an American Jewish Tercentenary Committee dinner at the Hotel Astor, New York. ABC, open net time; replaces Down You Go on the DuMont net.

Thursday(21)

CBS- 11:15-11:45pm EST; SPECIAL; Treasury Secretary Humphrey Address; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS News & Public Affairs Dept; Prod- Ted Sack. Secretary of the Treasury George M. Humphrey addresses the Victory Dinner of the Investment Bankers Assn of America for the U. S. Series "H" Savings Bond Drive at the Waldorf-Astoria Hotel in New York.

DuM- 10:30-11pm EST; SPECIAL; Eisenhower Address-Al Smith Dinner; from WABD(NY), to the net. Sustaining. Pkgr & Prod- DuMont. President Eisenhower will address the Al Smith Dinner at the Waldorf-Astoria Hotel in New York. He will be introduced by Francis Cardinal Spellman.

Friday(22)

NBC- 8-8:30pm EST, once every fourth Friday; DEBUT; Jack Carson Show; from KRCA-TV(LA), no. of stations indefinite. Sponsor- Pontiac Motor Div, GMC (Pontiac Dealers of America) thru MacManus, John & Adams, Inc(Bloomfield Hills, Mich); Acct Exec- Paul Foley. Pkgr- NBC-TV(H'wood); Prod- Mann Holiner; Dir- Jim Jordan, Jr.; Music Dir- Vic Schoen; Writers- Leo Solomon, Cy Rose. Jack Carson stars in his own comedy show, one week of every four, alternating with Red Buttons who appears the other three weeks. The comedy-variety show will also have guest stars appearing opposite Carson.

Sunday(24)

All Nets- 9-11pm EST, live in all times zones on interconnected stations; kine on non-interconnected stations; Light's Diamond Jubilee, SPECIAL, from CBS Television City(H'wood) to all nets; over 325 stations, live and delayed. Sponsor- Light's Diamond Jubilee Committee (over 300 companies and groups of the electrical industries) thru N. W. Ayer & Son, Inc(NY). Pkgr- N. W. Ayer & Son, Inc; Prod- David O. Selznick(H'wood); Exec Assts- William Phillipson, Carey Wilson; Writers- Arthur Gordon, Irwin Shaw, Max Shulman, John Steinbeck; with their contributions integrated into the show by Ben Hecht; Dirs- (various segments) King Vidor, Christian Nyby, William Wellman; TV Dir- Alan Handley; Asst Tv Dir- Alan Yorkin; Music Dir- Victor Young; Photogs- James Wong Howe, Ray June (several film segments); Sets Designer- Firth Ullman. A two-hour, four-network tapestry woven around the theme of light, marking the 75th anniversary of Edison's invention of the electric light, with stars from all spheres of the entertainment world (see page E for cast credits). The program pre-empts all programs during the 9-11pm EST time period on all networks.

OTHER NETWORK CHANGES & ADDITIONS

ABC- College Press Conference (Mon, 9-9:30pm EST) New title, effective Oct 11; formerly called Junior Press Conference.

Let's Dance (Sat, 8-9pm EST) Last show, Oct 16.

CBS- Dimension; SPECIAL Oct 16; Sat, 6:30-7pm EST; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV and the N.Y. Museum of Modern Art; Prod- Ted Sack(CBS); Dir- George Gould; Writer- Robert Corcoran. Modern art and how it relates to everyday living, highlighted by paintings and other objects; discussed by museum experts.

DuM- The Paul Dixon Show (Mon thru Fri, 3-4pm EST) CHANGE Oct 13. Program will originate from WABD(NY), to the net. Participations. Pkgr- DuMont; Prod- Roger Gerry; Dir- Dick Sandwick. Paul Dixon stars in a music pantomime-variety show, formerly originating from WCPO-TV(Cinn),which debuted Sept, 1951, over that station. Bobby Sherwood is currently substituting for Dixon while the disc jockey recuperates from surgery. The new New York cast includes Lynn Gibbs and Roberta MacDonald, pantomimists, and Bob Dean, artist.

Time Will Tell (Fri, 10:30-11pm EST) Last show, Oct 15.

All About Baby; NET DEBUT Oct 15; Fri, 2-2:15pm EST; from WGN-TV(Chi), no. of stations indefinite. Sponsor- Swift & Co (Meats and Egg Yolks for Babies) thru McCann-Erickson, Inc(Chi). Pkgr- Jules Power Productions, Inc(Chi); Prod- Bernard Miller; Dir- Dick Locke. Ruth Crowley, registered nurse and child expert, discusses with a mother,accompanied by her baby, her experiences with the child.

The Goldbergs (Tue, 8-8:30pm EST) Last show, Oct 19.

NBC- Home (Mon thru Fri, 11am-12noon) Carrie McCord named on-camera fashion editor; succeeding Eve Hunter, who will be seen periodically in special originations from California.

Feather Your Nest (Mon thru Fri, 12:30-1pm EST) Janis Carter is hostess, assisting m.c. Bud Collyer, replacing Jeanne Williams.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - Celebrity Telethon for Cerebral Palsy; SPECIAL Oct 23, 24; Sat & Sun, 10:30pm to 4:30pm. Sustaining, public service. Chairman of talent committee- Harry Anger(GAC); Prods- Norman Kimball(UCP of NY) & Ardien Rodner(ABC); Dir- ABC staff. Fourth annual telethon for United Cerebral Palsy of New York, with major talent in the New York area appearing on the show.

WPIX(Ch 11) New York - News-O-Rama; RETURN Oct 18; Mon, 9:30-10pm. Sustaining. Pkgr- WPIX with Columbia University Graduate School of Journalism; Prod- John Foster(Columbia); Dir- Ted Estabrook. Professor John Foster is on-the-air editor for the program, written and produced by journalism students, spotlighting new techniques in news reporting. The program returns for the third year.

WPIX - People; DEBUT Oct 18; Mon, 9-9:30pm EST. Sustaining. Pkgr- WPIX with Hofstra College; Prod- Worthington Gregory(Hofstra); Dir- Jack Felice. Program concerning itself with the psychology of human adjustment, designed to create a better understnading among all people. Dr. Matthew N. Chappell, psychologist, of Hofstra College, and his assistant, Dr. Hermen Goldberg, lead the discussions, which will utilize charts, photos and film clips.

27 California TV stations - California, ON FILM; SPECIAL Oct 17; Sun, 8-9pm PST. Sponsor- Bank of America, National Trust & Savings Assn thru Chas. R. Stuart Advertising(S.F.). Pkgr & Film Prod- Jack Denove(H'wood); Prod- Jack Denove; Dir- Robert Stevenson; Writer- Larry Marcus, Music Dir- Nelson Riddle; Choreog- David Lichine; Art Dir- Ernst Fegte; Dir of Photog- Hal Stine; Film Ed- Fred Berger; Costume Superv- Joe Dimmit; Prod Superv- Eddie Bernoudy, Jack Vogland. Bank of America's salute to its home state on the bank's 50th anniversary. Thomas Mitchell is narrator for the show, divided into four dramatic vignettes, interspersed with musical variety numbers and a comedy vignette: "The Motion Picture Story," "The Farm Story," "The San Francisco Story," and "The GI Story." Stars include: Jack Benny, Anna Maria Alberghetti, Paul Kelly, Ruth Hussey, James Gleason, John Carradine, Joy Lansing, Bonita Granville, James Craig, Robert Strauss, Richard Jaeckel, James Edwards; with The California Dancers.

KNBH(Ch 4) Los Angeles - Faith of Our Children; DEBUT Oct 10;Sun, 1:30-2pm PST. Eleanor Powell, with her husband Glenn Ford as narrator, presents this religious program for children, an on-the-air Sunday school class.

KNBH - Best of Hollywood, LIVE & FILM; DEBUT Oct 16; Sat, 11:15-12midnight PST. Sustaining. Pkgr- KNBH; Dir- Robert L. Livingston. Leo Guild, radio-TV columnist for The Hollywood Reporter, is m.c., assisted by Billie Cook, presenting film clips and live acts featuring top stars of motion pictures and TV doing the acts they consider their "best." Robert Armbruster's NBC staff orchestra provides the music.

KTTV(Ch 11) Los Angeles - The Harry Richman Show; SCHEDULE CHANGE Oct 12; Tue, 10:30-11pm PST. Program changes from its former Fri, 9:30-10pm spot. Dorothy Arnold joins the program as regular vocalist, effective Oct 12.

NOTE: "Ratings Digest," formerly included periodically in the Weekly Report, will be issued monthly as part of the "Programming Analyses," to be mailed separately each month, about the middle of the month, beginning this week.

PRODUCTION AND PROGRAMMING NEWS

FILM DIGEST: Guild Films will establish a production unit in New York and expand its Hollywood facilities in the near future. Karl H. Gericke, formerly with ABC-TV, has been named asst sales director for Guild.....McConkey Artists Corp., artists rep firm, has set up a TV film distributing organization, with Howard Grafman of the firm's Chicago office named general director of the dept. Lloyd LaBrie, in McConkey's New York office, will handle Eastern business.....National Telefilm Associates split its national sales set-up into three territories, at the same time announcing that Berne Tabakin has re-joined NTA as co-owner of the five-state Pacific Coast franchise..... McCadden Corp now has 17 permanent sets for use in filming the Burns and Allen Show, 12 of them room sets for two homes used in the series.

KHJ-TV(LA) has bought about 100 films in the Ruggles series for a station-announced price of $100,000, under an agreement permitting unlimited use of the films over a three-year period..... KTTV(LA) has bought the new Guy Lombardo telefilm series to be presented starting in November..... Hollywood producers announced 18 new telefilm series last week, half of which may get the pilot stage underway within three months.

NEWS & COMMENT: Victor F. Campbell, director of programs for Hearst radio and TV stations, has been transferred from Baltimore to New York to develop new AM and TV programs for syndication thru the Hearst film and TV subsidiaries.....Sydney King has been named acting program manager for WBAL-TV(Balt).....The Washington Post, 55% owner of WTOP, Inc., will purchase the CBS-owned 45% portion for over $3,000,000 in a transaction to be completed by Dec 15.....Ed C. Obrist, manager of WNHC and WNHC-TV(New Haven) has served notice on its station rep and network officials that after Dec 31, 1954, WNHC-TV will "no longer air alcoholic beverage commercials in which the product is shown being consumed." He criticizes them for "scenes depicting the pleasures and satisfactions of consuming alcoholic beverages" which are seen by teen-agers. The station is served by all networks.

PERSONNEL CHANGES: NBC net news changes: William R. McAndrew upped to NBC director of news; he had been manager of news and special events. Eugene E. Juster upped to manager of NBC news film. He had been in charge of news film operations.

TALENT SHOWSHEET OCTOBER 18-24, 1954

Most of the shows on Oct. 15, 16, 17 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, October 22. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY OCTOBER 15

RED BUTTONS	NBC 8pm	Judy Johnson (S), Jack Wakefield, Tom Mahoney, Herbie Faye, Joe Macauley, Allen Walker; Choreog by Bob Herget; Choral Dir - Meyer Rappaport; (SW) by Walt Canter replacing Al Singer & staff previously named; Book & Music by Lester Lee & Allen Roberts
CHANCE OF A LIFETIME	DuM 10pm	Tom Stewart (S) & others to be announced

SATURDAY OCTOBER 16

CAMERA THREE (James Macandrew)	WCBS 3pm	1st of 5 programs on Moby Dick - (O) by Herman Melville; Dr. Alfred Kazin (author)
ETHEL AND ALBERT (Lynch & Bunce)	NBC 7:30	regulars & Maurice Welles, Nelson Olmsted, Helen Ray, Harrison Dowd, Truman Smith, Lois Holmes; (SW & SD)
LET'S DANCE	ABC 8pm	From NY: Ralph Flanagan & Orch., Betty Madigan (S), The Quinlans (roller skate); Chi: Billy May Band Dir by Sam Donahue, Phil Lawrence & Mitzi (D), Alan Dean (S) (LAST SHOW)
IMOGENE COCA	NBC 9pm	Joe Silver, Charles Mendick, Gene Sacks, Henry Lascoe, Peggy Cass, Lee Goodman, Miriam Demar, Shirley Eckl
TEXACO STAR THEATRE (Jimmy Durante)	NBC 9:30	Rusty Hamer, Jean Hagen & Durante regulars; (SW); with songs by Jackie Barnett; (SD, FROM HOLLYWOOD)
STORK CLUB (Sherman Billingsley)	ABC 10pm	The DeMarco Sisters (S), Betty Clooney (S), Bert Lahr (C), Boris Karloff, Alex Segal (director), Dick Lee (S), David Powell (M)

SUNDAY OCTOBER 17

LOOK UP AND LIVE	CBS 10:30am	The Unwed Mother - (O) by Frank Ford, read by Peggy McCay
AMERICAN INVENTORY	NBC 12:30	From Kitty Hawk - (O) by DeWitt Copp; with Frank Thomas, Sr., Frank Thomas (Jr.), Joe Brown, Jr., Harry Holcombe; Dir by Warren Jacober
HALLMARK HALL OF FAME	NBC 5pm	Yankee Roadblock - (O) by Ted Wear, (A) by Rod Serling; with Lance Fuller, James Dobson, Clarence Straight, Liam Sullivan, Richard Simmons, Herbert Rudley, George Spaulding, Malcolm Atterbury; (SD, FROM HOLLYWOOD)
OMNIBUS (Alistair Cooke)	CBS 5pm	Treadmill to Oblivion - review of Fred Allen's new book, with Allen, Portland, Peter Donald, Kenny Delmar, Parker Fennelly; Dir by Dan Petrie; 4 members of percussion section of N.Y. Philharmonic Symphony led by Saul Goodman (M); Nora Kovach & Istvan Rabovsky (D) in Dance of Freedom, FILM made by U.S. Information Service in W. Berlin; Integrating Dir - Seymour Robbie (PREMIERE OF NEW SERIES)
JACK BENNY SHOW	CBS 7:30	Kirk Douglas, Dick Powell, Fred MacMurray, Dan Dailey, Tony Martin (all as M); add: Eddie "Rochester" Anderson, Don Wilson, Sam Hearn; (SW & SD, FROM HOLLYWOOD)
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	Man on the Mountain Top - (O) by Robert Alan Aurthur; with Steven Hill, Anthony Ross, Loretta Leversee, Sidney Armus, Carl Specht, Anne Meara; (SD) by Arthur Penn
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	All Cats are Grey - (O) by George Fell; with Helen Wagner, Dorrit Kelton, Frank Milan, Michael Sapack, Marian Brash; (SD)
GENERAL ELECTRIC THEATRE (Ronald Reagan)	CBS 9pm	Edison, the Man - (O) by Dore Schary, Hugo Butler, screenplay by Talbot Jennings, Bradbury Foote (for M-G-M film); (A) for TV by George Bellak; with Burgess Meredith, Susan Douglas, Ken Konopka, William A. Lee, Thomas Chalmers, Ludwig Roth; (SD)

TALENT SHOWSHEET (more)

SUNDAY OCTOBER 17 (Cont'd)

HONESTLY, CELESTE! (Holm)	CBS 9:30	regulars & Jack Weston, Pat Englund; (SW & SD)
LIFE BEGINS AT 80	DuM 9:30	Fifi D'Orsay & regulars
Father Knows Best (Young & Wyatt)	CBS 10pm	(O) by Harry Clork & Sumner Long; with regulars; (SD) by William Russell
The Loretta Young Show	NBC 10pm	On Your Honor, Your Honor - (O) by Lowell S. Hawley; with John Archer, Harry Shannon, Paul Brinegar, Terry Kelman, Ross Elliot, Coulter Irwin; (SD)
The Hunter (Keith Larsen)	NBC 10:30pm	The Wooden Noose - (O) by Mann Rubin; with Lois Nettleton, Ronald Long, Kenneth McEwen, Scott Moore, Earl Rowe, Stewart Bradley; (SD)

MONDAY OCTOBER 18

Sherlock Holmes (Ronald Howard)	WRCA-TV 7pm	The Case of the Cunningham Heritage - based on Arthur Conan Doyle's stories - (O) by Sheldon Reynolds; with regulars Ronald Howard, H. Marion Crawford; & Archie Duncan, Ursula Howells, H. Bartrop, Richard Larke, Meg Leomonnier, Pierre Gay, R. A. Geake; (SD) by Jack Gage; Prod by Nicole Milanaire (PREM)
PRODUCERS SHOWCASE	NBC 8pm (COLOR)	Tonight at 8:30 - (O) by Noel Coward, TV (A) by F. Hugh Herbert: Red Peppers - with Ginger Rogers, Martyn Green, Philip Coolidge, Louis Hector, Estelle Winwood, Dermot McNamara; Still Life - with Rogers, Trevor Howard, Philip Bourneuf, Lucy Lancaster, Ilka Chase, Robert Shawley; appearing in both: Mavis Neal, Chris Hofer, Bruce Marshall, Joy Hilton, Angela Adamides, Agnes Doyle, Rudd Lowary, Alan Lindstrom, Jack Mullaney; Shadow Play - with Rogers, Gig Young, Margaret Hayes, John Baragrey, Francis Bethencourt, David Orrick, Gloria Vanderbilt, Diana Herbert, Will West, David Poleri (S); all (D): Ellen Dunne, Linda Berlin, Ruth Pratt, Louis Hollister, Russell Hurd, Gene Persson; Prod for NBC by Fred Coe; Guest Prod-Dir - Otto Preminger (PREMIERE)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Carmel Quinn (S), Virginia Parker (M), The Selah Singers: (Thermon Ruth, Junius Parker, James Gorham, Allen Bunn, Melvin Colden, all S)
VOICE OF FIRESTONE	ABC 8:30	Patrice Munsel (S)
ROBERT MONTGOMERY PRESENTS	NBC 9:30	A Foreign Affair - from Paramount film by Charles Brackett, Billy Wilder, Richard L. Breen, (A) by Richard Harari from story by David Shaw; TV (A) by Roy Hargrave; with Signe Hasso, Katharine Bard, Steve Cochran, Don McKee, Peter Von Zerneck
December Bride (Spring Byington)	CBS 9:30	The Chinese Dinner - (O) by Parke Levy, Milton Rosenblum, Marvin Kline; with regulars & Richard Loo, Weaver Levy, Grady Sutton, Cheerio Meredith, Keye Luke, Carole Leonard; (SD)
STUDIO ONE	CBS 10pm (COLOR)	The Boy Who Changed the World - (O) by Joseph Schrank; with Ruth Hussey, John Beal, Edward Andrews, Peg Hillias, Frank Overton, Chris Barbery, Michael Allen, Raymond Van Sickle, Joseph Leon, Thomas Palmer, Jonathan Marlowe, Michael Sivy; (SD) by Franklin Schaffner; Title drawing by Seymour Chwast

TUESDAY OCTOBER 19

Ella Raines	WRCA-TV 7pm	Lewis Case - (O) by Irving Elman; with Philip Kenneally, Dan Morgan, Barnet Biro, Ray Bramley, Arthur Hansen, Manny Seamon, Howard Soligny, James Seamon; (SD)
Waterfront (Preston Foster & Lois Moran)	WABD 7:30	Family Problems - (O) by M. Bernard Fox & Robert J. Shaw; wih with regulars & Kathleen Crowley, Frieda Inescourt, Frank Wilcox, Ralph Dumke, Pinky Tomlin, Willie Best; (SD)
Cavalcade of America	ABC 7:30	Night Strike - (O) by Robert Stevenson; with Glenn Langan, Richard Garrick, Russell Simpson, Dayton Lummis, Robert Osterloh, Maurice Marsac; Sovereign Production
RED SKELTON	CBS 8pm	Anna Maria Alberghetti (S); (SW & SD, FROM HOLLYWOOD)
BUICK-BERLE	NBC 8pm	regulars & Fred Clark, Gloria DeHaven (S)
The Halls of Ivy	CBS 8:30	(O) by Barbara Merlin, adapted from radio script by Don Quinn; with regulars: Ronald & Benita Hume Colman, Mary Wickes, Clarence Wellman, Herb Butterfield, Ray Collins; (SD) by Norman Z. McLeod; (PREMIERE)

TUESDAY OCTOBER 19 (Cont'd)

Fireside Theater (Gene Raymond)	NBC 9pm	The Man Who Sold Himself - (O) by Frank O'Rourke, (A) by Hagar Wilde; with Dan Barton, Betty Lynn, Sheila Connolly, Kay La Velle, Hugh Sanders, June Evans, Britt Wood, Robert Foulk, Robert Stephenson, Jack Lomas, Guy Wilkinson; (SD)
Studio 57	DuM 9pm	The Plot Against Miss Pomeroy - (O) by Charlotte Armstrong; with Jean Byron, Natalie Wood, Eleanor Audley, Gay Lynn, Morris Ankrum, Pauline Moore, Richard Karlan; (SD) by Richard Irving
Inner Sanctum	WOR-TV 9pm	Ghost Male - with Joseph Wiseman, Constance Ford, Edward Binns, Allen Nourse; (SW) by John Roeburt; (SD)
Danny Thomas (Jean Hagen)	ABC 9pm	Danny Has a Baby - (O) by Hugh Wedlock & Howard Snyder; with regulars & Richard Wessel, Jerry Hausner; (SD)
THE ELGIN HOUR	ABC 9:30	Family Crisis - (O) by David Davidson; with Betty Field, James Daly, Iris Mann, Fay Bainter, Jimsey Somers, Aina Niemela, Tom Taylor, Richard Trask, Arthur Storch; Dir by Herbert Hirschman
DANGER	CBS 9:30	Stranglehold - (O) by Robert Minton, (A) by Ben Radin; with Barry Jones, Scott Forbes, Bartlett Robinson, Terence Kilburn; (SD) by Byron Kelley
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	The Lie Detector - (O) by Irve Tunick (source material from Lie Detection and Criminal Investigation by Fred E. Inbau & John E. Reid; and Herald-Tribune articles by Walter Arm); with Skip Homeier, William Prince, Diana Douglas, Ward Costello, Edgar Stehli, Herb Nelson; (SD)
LIFE WITH FATHER (Ames & Tuttle)	CBS 10pm	(O) by Whitfield Cook; with regulars; (SD) by Fletcher Markle (FROM HOLLYWOOD)
It's A Great Life	NBC 10:30	regulars & Gladys Hurlbut, George Chandler; (SW & SD)

WEDNESDAY OCTOBER 20

Wild Bill Hickok (Guy Madison)	WRCA-TV 6pm	regulars & Theodora Lynch, Rand Brooks, Murray Alper, Tom Tyler, Bob Woodward, Neyle Morrow, Charles Stevens, Sujata (SW)
I Married Joan (Davis & Backus)	NBC 8pm	(O) by Howard Snyder, Hugh Wedlock, Jesse Goldstein, Phil Sharp; with regulars; (SD) by Ezra Stone
KRAFT TELEVISION THEATRE	NBC 9pm	The Luck of Roaring Camp - (O) by Bret Harte, (A)-(SW); with Cliff Hall, Mary Sinclair, Joe Maross, J. Pat O'Malley, James Rennie, Harry Bellaver, William Harrigan, Marcel Hillaire, Jared Reed, Heywood Hale Broun; (SD)
Adolphe Menjou's Favorite Story	WOR-TV 9:30	The Robbers - (O) by Robert Yale Libbott; with Peter Hanson, Judith Ames, John Doucette, John Pickard, Guy Kingsford, Forrest Taylor, Frank Mitchell; (SD)
BIG TOWN (Stevens & Wroe)	NBC 10:30	regulars & Barry Kelley, Chuck Connors, John Doucette, Tina Carver, Vici Raaf; (SW & SD) (NET ONLY, ON WRCA Mon 10:30-11pm)
Douglas Fairbanks	WRCA-TV 10:30	Knife Thrower - no credits available

THURSDAY OCTOBER 21

Foreign Intrigue (Gerald Mohr)	WRCA-TV 7pm	F. I. in the Confidence Game - (O) by Harold Jack Bloom; with Gunnel Brostrom; (SD)
Ray Milland (& Phyllis Avery)	CBS 8pm	(O) by Lou Breslow & Rik Vollaerts; with regulars & David Stollery; (SD) by Jules Bricken
THE MAIL STORY	ABC 8pm	Coffin Case - (O) by Paul Monash; with Gene Lyons, Madeleine Sherwood, Dan Morgan, Ralph Stantley, Bernard Grant, Robert Lieb, Gerald Milton, Tommy Nello, Mary Fanelle; (SD)
CLIMAX! (William Lundigan)	CBS 8:30	Casino Royale - (O) by Ian Fleming, (A) by Antony Ellis; with Barry Nelson, Peter Lorre, Linda Christian; (SD) by William H. Brown
TREASURY MEN IN ACTION (Walter Greaza)	ABC 8:30	The Case of the Gentleman Cheat - (O) by Alvin Boretz; with Mesdon Booth, Ted Decorsia, Randy Stuart, Christopher Dark, Tom McKee; (SD) by William Beaudine

THURSDAY OCTOBER 21 (Cont'd)

JUSTICE (Gary Merrill)	ABC 8:30	The Safe Cracker - (O) by Jerome Ross; with Dane Clark, Leora Dana, James Gregory, Victor Thorley, Martin Rudy, Michael Dreyfuss; (SD)
SO YOU WANT TO LEAD-BAND?	ABC 9pm	Jill Corey (S)
KRAFT TELEVISION THEATRE	ABC 9:30	The Shop at Sly Corner - (O) by Edward Percy; (A)-(SW); with Dino DiLuca, Roddy McDowall, Priscilla Gillette, Margaret Wycherly, Christopher Plummer, Una O'Connor, William Podmore, Ernest Graves; (SD)
Four Star Playhouse	CBS 9:30	The Wallet - (O) by Anthony Coldewey & Paul Elbogen, (A) by Larry Marcus; with Charles Boyer, Maria Palmer, William Campbell, Rhys Williams, Nestor Paiva, Sarah Selby, Harry Bartell, John Alvin, Howard McNear, John Harmon; Dir by Robert Florey
Ford Theatre	NBC 9:30 (COLOR)	Segment - (O) by David Swift, (A) by Michael Kraike; with William Bendix, Ward Bond, Joanne Woodward, Rosemary De Camp, Alan Dexter, George Eldredge, Walter Conrad, William W. Crandall, Robert Malcolm; Dir by Fred F. Sears
Public Defender (Reed Hadley)	CBS 10pm	Crashout - with Harry Lewis, Tony Gerry, Anthony Caruso, Mile Mazurki, Grandon Rhodes, Frank Hagney, Robert Bice, Gil Frye
LUX VIDEO THEATRE	NBC 10pm	An Angel Went AWOL - (O) by Winifred Wolfe, (A) by Jack Gordon & Winifred Wolfe; with Joanne Dru, others to be announced

FRIDAY OCTOBER 22

Adventures of Rin Tin Tin (Lee Aaker & James Brown)	ABC 7:30	Wolf Cry - with regulars & Leo Gordon, John Pickard, Joe Sawyer; (SD)
JACK CARSON	NBC 8pm	Claire Trevor; (O) by Leo Solomon & Cy Rose; (SD) by Jim Jordan, Jr.; Music - Vic Schoen; Prod - Mann Holiner(M'D, PREM)
MAMA (Peggy Wood)	CBS 8pm	The Problem of T. R. - (O) by Gordon Webber; with regulars & Kevin O'Morrison, James Sommers; (SD)
Secret Files, U.S.A. (Robert Alda)	WABD 8pm	Mission Baram - with Robert Alda as regular; Dity Oorthuis, W. Vanderveer, Ben de Rochemont, E. Palmars, Gerard Rekers (PREMIERE WAS Oct. 15)
Ray Bolger (Marjie Millar)	ABC 8:30	Miss Teenager - (O) by Paul Henning, Don Johnson; with regulars & Elinor Donohue, Leon Tyler; (SD)
The Life of Riley (William Bendix)	NBC 8:30	Babs & Junior Try Home Economics - (O) by Harry Clork & Sumner Long; with regulars & Beverly Wills; (SD)
Schlitz Playhouse	CBS 9pm	The Best of Everything - (O) by Stanley Ellin, (A) by DeWitt Bodeen; with Don Taylor, Peter Adams, Sally Fraser, Grandon Rhodes, Dorothy Adams, Ann Tyrrell, Gar Moore; (SD) by Charles Bennett
THE STRANGER (Robert Carroll)	DuM 9pm	One Good Man and True - (O) by Sidney Slonine; with William Zuckert, Mike Kellin, Elizabeth Ross, David Orrick, Bernard Kates; (SD)
THE BIG STORY (Norman Rose)	NBC 9pm	Edward Gottlieb, L. I. Daily Press - (O) by Allan Sloane; with Robert Ellenstein, Bart Burns, Eddie Hyans, Stewart Bradley, George Forrest, Teal Ames, Lynn Pierson, Nan MacFarland, Fred Catania, John Boyd; (SD)
The Vise (Ron Randall)	ABC 9:30	Dr. Damon's Experiment - with Laurence Naismith, Sandra Dorne

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 15 THRU FRIDAY OCTOBER 22

GEORGE SKINNER	WCBS 9am	M - Bob Maxwell (M)
BREAKFAST CLUB(McNeill)	ABC 9am	W - Kukla, Fran & Ollie (FROM CHICAGO)
GARRY MOORE	CBS 10am	F (10/22) - Jackie Bright (C), Cozy Cole & Gene Krupa (M)
A TIME TO LIVE	NBC 10:30	M thru F - add regulars: Rosemary Kelly, Tom Neal; (SW & SD)

PORTIA FACES LIFE	CBS 1pm	M thru F - Karl Swenson, Ginger MacManus, Fran Carlon replace Donald Woods, Renne Jarrett, and Frances Reid as regular leads; (SW & SD)
THE WORLD OF MR. SWEENEY (Charlie Ruggles, Glenn Walken, Helen Wagner)	NBC 4:30	M - Mimi Strongin, Michael Dreyfuss, Dorothy Patten; Tu - Joe Latham; W - Floyd Buckley, Betty Garde; Thu - Kay MacDonald; F - Fairfax Burgher, Reynolds Evans; (SD)
MODERN ROMANCES (Martha Scott)	NBC 4:45	M thru F - (O) by George Lefferts; with Martin Brooks, June Dayton, Dean Harens, Audra Lindley; (SD)
MAGIC COTTAGE (Meikle)	WABD 6pm	M thru F - Melba Rae, Rod Colbin; (SW & SD)
PERRY COMO	CBS 7:45	W - June Valli (S)

SATURDAY OCTOBER 23

Captain Midnight (Richard Webb)	CBS 11am	The Walking Ghost - (O) by Wallace Bosco; with regulars & Sally Fraser, Belle Mitchell, William Fawcett; (SD)
CAMERA THREE (James Macandrew)	WCBS 3pm	Moby Dick - 2nd Part - with Hamish Cochrane, Earle Hyman, Michael Kane, Gerald Sarracini; (SW & SD)
The Range Rider (Jack Mahoney)	WRCA-TV 6:30	Pale Horse - (O) by Elizabeth Beecher; with regulars & Phyllis Coates, Jane Frazee, Don Harvey, Duke York; (SD)
MAX LIEBMAN SPECTACULAR	NBC 9pm (COLOR)	The Follies of Suzy - (O) by William Friedberg, Fred Saidy, Neal Simon, Will Glickman, William Jacobson; with Jeanmaire (D), Steve Allen (C), Dick Shawn (C), Connie Russell (S), Cliff Norton (C), Paul Whiteman (M), Tom Avera, Harrison Muller & Jean Eliot (D); (SD)
MY FAVORITE HUSBAND	CBS 9:30	(O) by Sol Saks, Shirley Gordon, Bill Manhoff; with regulars
Milly (June Havoc)	CBS 10:30	Echo of Baby Willy - (O) by Alan Lipscott & Bob Fisher; with regulars & Ralph Dumke, Benny Rubin, Sandra Gould; (SD)
The Lone Wolf (Louis Hayward)	WRCA-TV 11:15	Memo: Avalanche - (O) by Al C. Ward; with regulars & Horace MacMahon, Gladys Holland, John Alvin, Joe Crehan; (SD)

SUNDAY OCTOBER 24

FRONTIERS OF FAITH	NBC 1:30	Cast listed on Oct. 10 & Martin Brandt, Estelle Ritchie; (SW,D)
HALLMARK HALL OF FAME	NBC 5pm	The Lady in the Wings - (O) by Helene Hanff; with Madge Evans
Roy Rogers (& Dale Evans)	NBC 6:30	The Hijackers - (O) by William Lively; with regulars & Forrest Taylor, Jim Diehl, Fred Graham, Wally West, Steve Raines; (SD)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Burning of Rome - (O) by Kate Nickerson; with Frederick Rolfe, Margaret Phillips, Don Hanmer, others to be announced
Pepsi-Cola Playhouse	ABC 7:30	I Went to Havana - with Elliot Reid, Kem Dibbs, Dorothy Green
OPERA CAMEOS (Giovanni Martinelli)	DuM 7:30	Excerpts from L'Amico Fritz - opera by Mascagni; with Gabor Carelli, Madeleine Chambers, David Aiken; (SD)
COLGATE COMEDY HOUR	NBC 8pm	Revenge With Music - (O) by Howard Dietz, Music by Arthur Schwartz, TV (A) by Edmund L. Hartmann; with Harpo Marx (C), Anna Maria Alberghetti (S), Ray Middleton (S), Ilona Massey (S), Edward Everett Horton (C), Jerry Colonna (C); Prod by Bob Welch, assisted by Bob Henry; Dir by Sid Smith; Orch Led by Lyn Murray; Choreog by Al White Jr. (FROM HOLLYWOOD)
LIGHTS DIAMOND JUBILEE	ALL NETS 9-11pm	(O) by Ben Hecht, Arthur Gordon, Irwin Shaw, Max Shulman, John Steinbeck; with Helen Hayes, Thomas Mitchell, Brandon de Wilde, Walter Brennan, Joseph Cotten, Kim Novak, Guy Madison, Judith Anderson, Eddie Fisher (S), Dorothy Dandridge (S), Lauren Bacall, David Niven, George Gobel (C); Pres. Eisenhower; Dir by King Vidor, Christian Nyby, William Wellman; Live & FILM (FROM HOLLYWOOD)

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

OCTOBER 25-31, 1954

VOLUME 6 NUMBER 43

EDITOR: Jerry Leichter
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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Wednesday(27)

ABC- 7:30-8:30pm EST; DEBUT; Disneyland, ON FILM; from WABC-TV(NY) & KABC-TV (LA), no. of stations indefinite. Alternate Sponsors - 1) one-half hour each week: American Motors Corp (Nash & Hudson cars); Nash thru Geyer Advertising, Inc(NY); Acct Exec- Sam Ballard; Agcy Superv- Ralph Robertson; Comm Anncr- Various, on film; Hudson thru Brooke, Smith, French & Dorrance, Inc(Detroit); Acct Exec- George Johnston; Agcy Superv- thru Robertson at Geyer(NY). 2) one half-hour alternate weeks: Derby Foods, Inc (Peter Pan brand and other food products) thru McCann-Erickson, Inc(Chi); Acct Exec- Wade Chapman. 3) one half-hour alternate weeks: American Dairy Association (Dairy Industry Promotion) thru Campbell-Mithun, Inc(Chi); Acct Exec- Phelps Johnston. (Debut week; Derby, first half-hour; American Motors, second half-hour). Pkgr & Film Prod- Walt Disney Productions (at Walt Disney Studios, Burbank, Calif., and on location); Exec Prod- Walt Disney. The series cover four general entertainment realms: Frontierland, Tomorrowland, True-Life Adventureland and Fantasyland. Separate groups and parts of groups have different production units, for live action, all-cartoon animation, and combinations of the two. Premiere program credits, an introduction to the series: Prod & Writer- Bill Walsh; Prod Coord- Hal Adelquist; Dirs- Robert Florey, Wilfred Jackson; Asst Dirs- Russ Haverick, Michael Holoboff; Musical Score- George Bruns; Sets- Bruce Bushman; Photography- Charles Boyle; Film Ed- Al Teeter. Walt Disney is host for the series, covering specially produced films of his familiar cartoon characters, Americana and other themes in the general groups listed above. Program replaces Soldier Parade in this time spot, with the GI talent show moving to Sunday, 7:30-8pm, effective Oct 31 when it switches to a half-hour instead of an hour show.

Saturday(30)

NBC- 4:30pm approx-to concl EST; RETURN; NBA Professional Basketball; from various stations, to the net. (From Oct 30 thru Nov 27, the net picks up the games while in progress, at the conclusion of Canadian pro football telecasts; Dec 4, games will be telecast from 3pm to conclusion. WRCA-TV(NY) begins carrying games Dec 4). Sustaining. Pkgr- NBC-TV with the National Basketball Assn; Prod- Perry Smith; various crews; Play-by-play- Marty Glickman. Telecasts of two home games for each of the 9 teams in the pro league, thru March 12. Network telecasts of games were over the DuMont net last season, from Dec 12 thru March 13.

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Sunday(31)

NBC- 3-4:30pm EST, once monthly in various time slots; RETURN; NBC Television Opera Theatre; from WRCA-TV(NY), to the net. Sustaining. Pkgr- NBC-TV(NY) Prod- Samuel Chotzinoff; Assoc Prod- Charles Polacheck; TV Dir- Kirk Browning; Music & Artistic Dir- Peter Herman Adler. Originals and revivals of operas prepared or adapted especially for television. Series originally debuted Sept 30, 1951. Operas are usually one-hour or one hour and a half in length. 1954 premiere opera will be "The Abduction from the Seraglio" (See page E for credits)

NBC- 5:30-6pm EST; RETURN; The March of Medicine; LIVE & FILM; from WRCA-TV(NY), 63 stations live and delayed. (Presented at varying intervals; next in early December, then two in the spring). Sponsor- Smith, Kline & French Laboratories (Ethical Drugs) thru Doremus-Eshleman Co(Phila). Pkgr- Smith, Kline & French Labs with the American Medical Assn; Prods- Doris Ann(NBC) and SK&F Medical TV Unit; Dir- Charles Christensen; Writer- Lou Hazam. First program in the 1954-55 series, presented during the winter and spring. The 1954 premiere will report on the problem of schizophrenia and mental health, with a remote telecast from Hudson River State Hospital, Poughkeepsie, N. Y. The medical series originally debuted Dec 2, 1952, as a special program in connection with AMA's annual clinical sessions. Program replaces Background, one time only.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Dotty Mack Show (Sat, 8-9pm EST) New time, show extended to one hour, effective Oct 23; previously seen 7:30-8pm EST.

DuM One Minute, Please (Tue, 9-9:30pm EST) and Studio 57 (Tue, 8:30-9pm EST) New times for both programs, effective Oct 26; each switched time with the other.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - Bill Stern; DEBUT Oct 18; Mon, 10:45-11pm EST. Sponsor- Eversharp, Inc (Razors & Pens and Pencils) thru The Biow Co, Inc(NY). Pkgr & Prod- Bill Stern; Dir- Tom DeVito. Bill Stern presents comments on the Eastern Parkway fights, chatter and interviews with sports figures.

WABC-TV - The Bontempis with Fashion, Food & Song; DEBUT Oct 21; Thu, 1:30-1:55pm EST. Participations. Pkgr & Prod- Fedora & Pino Bontempi; Dir- Bill Beal. Fedora and Pino Bontempi will present home service information, talks and demonstrations on food, fashion and hints for the home, with celebrity interviews. They also continue with their Italian Cookery, Sat, 12noon-1pm EST.

WABD(Ch 5) New York - American Business Outlook; SPECIAL Oct 24; Sun, 1:30-2pm EST, one time only. Sponsor- The Mennen Co (Soaps & Toiletries) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Martin Devine. Pkgr & Prod & Dir- Kenyon & Eckhardt Promotion Dept. One of a special series of one-shots presented on various stations, as part of the 75th anniversary celebration of The Mennen Co. William Mennen, jr., is m.c. for a panel forum discussing American free enterprise and its success. Each of the shows uses different distinguished business executives as panel members.

KTLA(Ch 5) Hollywood, LA - Tee Vee Auctions; DEBUT Oct 23; Sat, 10:30-11:30am PST. Participations. Pkgr- American Advertising Agency with KTLA; Prod- Larry Kolpack. Steve Wayne and Dottie Price are co-m.c's for the program offering various products for sale over the air. Viewers mail in bids for each object, with the high bidders announced the following week. Admission to the studio after the first two weeks is by ticket only, obtained at cooperating stores for each dollar-value of merchandise normally purchased.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS
(New York, Chicago & Los Angeles)

STA & CHAN	SERIES TITLE & DISTRIB	SPONSOR & AGENCY	START DATE	DAY	TIME
New York					
WABC-TV(7)	*"Meet Corliss Archer" (Ziv TV Programs)	-Peerless Electrical thru Hicks & Greist	10/3	Sun	6-6:30pm
WABC-TV(7)	#Premiere Star Time (Ford Thtr re-runs) (Screen Gems)	-Frances H. Leggett(Premiere Foods) thru Peck Advt	10/6	Wed	10:30-11pm
WABC-TV(7)	#"Tales Of Tomorrow"(Kine's) (The Teevee Co	-Eversharp, Inc thru The Biow Co	10/24	Sun	11-11:30pm
WABC-TV(7)	*"Adventures Of Rin Tin Tin" (repeat of show seen preceding day) (Screen Gems)	-National Biscuit Co thru Kenyon & Eckhardt	10/16	Sat	10-10:30am
WABC-TV(7)	#"Rocky Jones, Space Ranger" (United TV Programs)	-Gordon Baking Co thru D'Arcy	10/24	Sun	4:30-5pm
WABD(5)	*"General Sports Time" (Telenews)	-General Tire & Rubber Co D'Arcy	10/9	Sat	approx 10:45
WABD(5)	*"Secret File, USA" (Official Films)	-Anheuser-Busch thru D'Arcy	10/15	Fri	8-8:30pm
WOR-TV(9)	*General Sports Time" (Telenews)	-General Tire & Rubber Co thru D'Arcy	9/30	Thu	11:30-11:45pm
WOR-TV(9)	#"My Favorite Story" (Ziv TV Programs)	-F&M Schaefer Brewing Co thru BBD&O	10/13	Wed	9:30-10pm
WPIX(11)	*"Florian ZaBach Show" (Guild Films)	-"Yes" Tissues, Tenderleaf Tea; both thru Compton	10/1	Fri	10:30-11pm
WPIX(11)	*"The Amazing Tales Of Hans Christian Andersen" (Interstate TV Corp)	-Sustaining	10/3	Sun	6-6:30pm
WPIX(11)	-(Re-runs & new films): "Ramar Of The Jungle" (Television Programs of America)	-Quaker City Choc. ("Good & Plenty") thru Adrian Bauer on Sat only; spot commercials Mon thru Fri	9/20	M thru Sat	6-6:30pm
WPIX(11)	#"Liberace" (Guild Films)	-Participations	9/20	M thru F M thru F	2:30-3pm & 6:30-7pm
WPIX(11)	#"Dateline Europe"(Foreign Intrigue re-runs) (Wm Morris)	-Participations	9/19	Sun	7:30-8pm
WPIX(11)	#"Inspector Mark Saber" (Thompson-Koch)	-Participations	9/19	Sun	8-8:30pm
WPIX(11)	#"I Am The Law" (MCA)	-Participations	9/19	Sun	8:30-9pm
WPIX(11)	#"Follow That Man"(Man Against Crime re-runs) (MCA)	-Participations	9/19	Sun	9-9:30pm
WPIX(11)	#"City Detective" (MCA)	-Participations	9/19	Sun	9:30-10pm
WRCA-TV(4)	*"Sherlock Holmes" (MPTV and UM&M)	-Chase National Bank thru Kenyon & Eckhardt	10/18	Mon	7-7:30pm
WRCA-TV(4)	*"The Abbott & Costello Show" (MCA)	-Chunky Chocolate Corp thru Peck	10/2	Sat	6-6:30pm
WRCA-TV(4)	*"Flash Gordon" (MPTV and UM&M)	-Best Foods thru Dancer-Fitzgerald-Sample(9/3 thru 9/24) & SSC&B(10/1/54 thru 3/25/55)	10/1	Fri	6-6:30pm
Chicago					
WGN-TV(9)	*"Meet Corliss Archer" (Ziv TV Programs)	-Oscar Mayer & Co thru Wherry, Baker & Tilden	10/26	Tue	7:30-8pm
Los Angeles					
KABC-TV(7)	*"Cowboy G-Men" (Flamingo Films)	-Sustaining	10/22	Fri	7-7:30pm
KRCA-TV(4)	#"Dateline Europe" (Wm Morris)	-Open	10/11	Mon	7-7:30pm
KTTV(11)	*"The Whistler" (CBS)	-Signal Oil thru Barton A. Stebbins alternate with Lipton's Tea thru Y&R	10/15	Fri	9-9:30pm
KTTV(11)	*"The Adventures Of Kit Carson" (MCA)	-Coca Cola Co thru D'Arcy	10/31	Sun	5:30-6pm
KTTV(11)	*"Where Were You?" (United TV Programs)	-Bekins Van & Storage Co thru Brooks Advt Agcy	10/16	Sat	9-9:30pm
KTTV(11)	#"Racket Squad" (ABC)	-Open	10/15	Fri	8-8:30pm

CODE: *First run in market #Re-runs (List includes some films that are national spot)

FILM DIGEST: TV and amusement trade publications are now singing the blues about TV series production and distribution. The warnings are not on the field in particular, but rather against looking for the hot, new Klondike; some of the facts of supply and demand have caught up with planning. The solid organizations are riding out the storm, but those residuals that won't be seen for a long time have caused a few organizations with top-heavy expenses and not enough income to pull in their horns.....The trade seems to be coming around to the view that star salaries and/or profit sharing plans are reaching an inequitable level and something has to crack; with the first signs already appearing in the market picture. Sponsors are not signing for series unless they can find good open time, with even choice local spots loaded. Distribution costs are forcing a drastic revision of some sales organizations and there is now less talk about setting up premium organizations on the side to help convince sponsors. The trade publications are also sounding warnings about phony producers and promoters coming back into the field to get suckers for quick, unsaleable pilot films. Agencies are keeping a close watch on the field to grab good re-run films at as low a price as possible.

Situation comedies will soon be a drug on the market with even the latest quality entries taking a critical lambasting. One possible note for the future: a few sponsors are looking for good 15-minute, low-cost films for children's series; also good musical films that can be played as quarter-hour or half-hour groups. The latter type are a tough nut because of AFM rules on musical films.

Van Praag Productions, NY TV commercials producer opens a new office Nov 1 at 2301 Dime Bldg., Detroit, with Daniel Karoff as production mgr, and Robert Woodburn.....George S. Gladden, for 14 years head of the motion picture and film TV department at J. Walter Thompson Co in New York, has resigned to join Academy Pictures, Inc., New York commercial film producer. The ad agency is not replacing Gladden, with the department being dissolved and all its activities now coming under the supervision of John Reber, AM & TV head..... ...The film commercial field is booming again after a slump a year ago, with Hollywood estimating at least a 25 per cent jump for 1954 over the previous good year, and with new facilities and increasing production in the larger studios in New York.

Connie Haines, signed to a new Guild Films contract for a series of 15-minute musical films, will also continue to co-star on the Frankie Laine show series.....The Hollywood Reporter's Leo Guild quotes Eddie Mayehoff as saying that one of the great advantages of playing to live audiences is that it permits you to change your material or approach if the reaction isn't right... .....A possible trend indicated by Prockter and Cy Howard moves is to sell a series live and if it goes, transfer it to film. Prockter did it with T-Men in Action, The Man Behind the Badge, while Howard has moved in with That's My Boy from live to film and is waiting with My Wife Irma which played live as My Friend Irma.

NEWS & COMMENT: One more indication that only star names count in newspaper logs is the unofficial switch taking place in station schedules on the Texaco Star Theatre listings, with Jimmy Durante and Donald O'Connor alternating weekly. A newspaper will not list an obviously commercial title as used by Texaco, although the sponsor wants that title. The working title of the O'Connor segment is "Here Comes Donald," but most stations list it as Donald O'Connor Show, with the latest to drop the "Star Theatre" title and switch to the O'Connor name being KRCA-TV in Hollywood. ABC discovered that only star names pull with the switch last year in the name of the Danny Thomas Show, although in its releases the station uses a double name, with "Make Room for Daddy" tacked on as a sub-title. Obvious answer is to use a distinctive name that will pass newspaper restrictions and then use the same name in combination with the sponsor's preference on the air. Insistence by sponsors and agencies on commercial tags involving the sponsor's name forces newspapers to use innocuous titles that do not attract the casual log reader's attention.

The lambasting taken by NBC on its Max Liebman series, based largely on the early Trendex ratings, is now being re-examined, especially by NBC, on the basis of the national Nielsen for the second half of September, which showed "Lady in the Dark," second of the Liebman series, in fourth place. Last week, Collier's magazine came out with a cover story, "Who Knows Who's On Top,"" which analyzed the rating services and presented the bitter comments of angry critics. That combination led NBC to issue an Oct 21 release which quoted the Nielsen rating following a lead sentence, "The National Broadcasting Company's "Spectaculars" are delivering huge audiences and are among the top-rated programs in television, according to the Nielsen Television Index, the accepted national rating service." Note that last phrase. Few, if any, of the trade stories that were based on Trendex ratings when the comparative audiences of the big specials were laughed at, took the trouble to point out that the Trendex is a 10-city survey and, if you use ratings as an index of a show, cannot be used in comparison with another service's ratings. Now, the question is whether the Nielsen will help to quiet the disturbed sponsor's of the specs.

PERSONNEL CHANGES: John H. Mitchell appointed v.p. in charge of the ABC Television Network in New York, with Ted Oberfelder named v.p. and general manager of WABC-TV(NY), succeeding Mitchell. .....Les Arries resigned as ABC-TV director of sports, with no replacement to be named at present.....Edward F. Lethen, Jr., named mgr of network sales development for CBS Television. .....Edward Rio resigned as western regional director and asst national administrator of AGVA to become entertainment director for a Las Vegas hotel.....Philip Feldman named director of business affairs for CBS Television in Hollywood, succeeding Maurice Morton who joins McCadden Productions as director of business affairs on Oct 25. .....David Rose named director of Ziv Television Programs' newly established music department. .....Fred Steiner, composer-conductor with CBS in Hollywood, has resigned.

TALENT SHOWSHEET OCTOBER 25-31, 1954

Most of the shows on Oct. 22, 23, 24 were listed in last week's report. Changes & additions are included here for the record. Multiple and across the board shows are grouped together after the listing for Friday, October 29. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY OCTOBER 22

GUY LOMBARDO	WRCA-TV 7pm	Ernie Kovacs (C), Edith Adams (S)
JACK CARSON	NBC 8pm	(O) by Leo Solomon & Cy Rose; with Claire Trevor, Cornelia J. Peebles, Gloria Gordon, Connie Towers (S); (SD) by Jim Jordan Jr. (FROM HOLLYWOOD, PREMIERE, NEW SERIES)
Topper (Jeffreys & Sterling)	CBS 8:30	County Fair - (SW) by Philip Rapp; with regulars & Edna Skinner, Howard McNear, Eddie Garr, Darlene Fields; (SD)
CHANCE OF A LIFETIME	DuM 10pm	Tom Stewart (S) & others to be announced

SATURDAY OCTOBER 23

Captain Midnight	CBS 11am	See listing on Page E
ETHEL AND ALBERT (Lynch & Bunce)	NBC 7:30	regulars & Guy Spaull, Morton Stevens, Maurice Welles, Theodore Newton, Cele McLaughlin, Joe Fallon; (SW & SD)
MAX LIEBMAN SPECTACULAR	NBC 9pm (COLOR)	The Follies of Suzy - (O) by William Friedberg, Fred Saidy, Neal Simon, Will Glickman, William Jacobson; with Jeanmaire (D), Steve Allen (C), Dick Shawn (C), Connie Russell (S), Cliff Norton (C), Paul Whiteman (M), Tom Avera, Harrison Muller & Jean Eliot (D); add: Ray Drakeley, Robert Bollinger, Rod Alexander (D), Kip Carlyle, George Marcy, Margaret Wright, Carmen Gutierrez; (SD)
STORK CLUB(Billingsley)	ABC 10pm	Georgia Gibbs (S), Fontaine Sisters (S), Pat Rooney (D)
CELEBRITY PARADE FOR CEREBRAL PALSY	WABC 10:30	Edith Adams, Joey Adams, Don Ameche, Laurie Anders, Charlie Applewhite, Toni & Jan Arden, Russell Arms, Kaye Ballard, Polly Bergen, Martin Block, Shirley Booth, Geraldine Brooks, Yul Brynner, Bob Carroll, Mindy Carson, Karen Chandler, Dane Clark, Perry Como, The Copacabana Girls, Jerome Courtland, Nancy Craig, Dagmar, DeMarco Sisters, Joan Diener, John Henry Faulk, Chic Farrell, John Forsythe, Arlene Francis, Betty Furness, Eva Gabor, Hermione Gingold, Eydie Gorme, Virginia Graham, Joel Grey, Paul Gray, Juanita Hall, Jack Haskell, Don Hastings, Margaret Hayes, Richard Hayes, Ed Herlihy, Al Hodge, Lennie Hayton, Lena Horne, Kim Hunter, Warren Hull, Dennis James, Sammy Kaye, Steve Lawrence, Guy Lombardo & Orch., Los Chevalas de Espana, Jack Luchsinger, Jinx McCrary, Maggi McNellis, Dick Moore, Bess Myerson, Jimmy Nelson, Patti Page, Janis Paige, Jane Pickens, Stanley Prager, Roger Price, Tito Puentes, John Raitt, Maria Riva, Tito Rodriguez, Buddy Rogers, Dorothy Sarnoff, Hazel Scott, Scotty Scott, Herb Sheldon, Herb Shriner, Sloan Simpson, Barry Sullivan, John Cameron Swayze, Treniers, Nancy Walker, Paul Whiteman, Martha Wright, Jim Wyler (PROGRAM CONTINUES UNTIL SUNDAY 3:30pm)

SUNDAY OCTOBER 24

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	The Hard Way - (O) by Jerome Coopersmith; with John Seven, Edward Binns, Robert Allen, John Cassavetes, Douglas Taylor
AMERICAN INVENTORY	NBC 12:30	Heaven on Earth - (O) by Lawrence Hazard; with Lilia Skala, Berry Kroeger, Peter Von Zerneck, David White, Jean Carson, John Gibson; Dir by Carl Frank
OMNIBUS (Alistair Cooke)	CBS 5pm	The Man with the Diamond - (O) by Frank D. Gilroy; The Man Who Married a Dumb Wife - (O) by Anatole France, translated by Curtis Hidden Page; both plays with Omnibus Repertory Co.: Zachary Scott, Nita Talbot, Fredd Wayne, James Millhollin, Carl Harms, Ralph Hertz, Lee Richardson, Jacques Aubuchon, James Green, LeRoi Operti, Lewis Scholle, Peggy McCay, Judith Tutaeff, Faith Burwell; Dir by Tad Danielewski; (latter play broadcast on Oct. 20 over WCAU-TV in closed-circuit try-out) A Child's View of the United Nations - Allen Funt interviews children of UN Intntl School; Farewell to Native Dancer - with Eric Guerin (jockey) in remote from Glyndon, Md.
HALLMARK HALL OF FAME	NBC 5pm	The Lady in the Wings - (O) by Helene Hanff; kill: Madge Evans add: Rosemary DeCamp, Peter Hanson, Ludwig Stossel, George Eldridge, Stephen Coit, Michael Whalen; (SD, FROM HOLLYWOOD)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Burning of Rome - (O) by Kate Nickerson; with Frederick Rolfe, Margaret Phillips, Don Hanmer, Wesley Addy, Bruce Gordon, Charles Aidman, Andrew Duggan, Tom McDermott, Svea Grunfeld; (SD)

TALENT SHOWSHEET (more)

SUNDAY OCTOBER 24 (Cont'd)

Private Secretary (Ann Sothern)	CBS 7:30	The Brass Ring - (O) by Phil Davis; with regulars
MR. PEEPERS (Wally Cox)	NBC 7:30	regulars & Fred Stewart; (SW & SD)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Pearl Bailey (S), Robert Merrill (S); special material for their duet by Sid Kuller, music by Lyn Murray; Carol Haney (D) The Treniers (S&M), Vivien & Tessi (novelty); Excerpts from I Feel Wonderful - (O) by Jerry Herman; with Phyllis Newman, Bob Miller, Albie Gaye, Tom Mixon, Rebecca Barksdale, Rita Tanno, Sherry McCutcheson, Ed Holleman, Richard Tone; Connie Mack (baseball)
LIGHTS'S DIAMOND JUBILEE	ALL NETS 9-11pm	add to cast listed last week: Henry Morgan, Erin O'Brien Moore; show pre-empts all shows in this time period including TV Playhouse, G.E.Theatre, Honestly, Celeste!, Father Knows Best, The Hunter, Loretta Young, usually carried here. Rocky King and Life Begins at 80, below, are not carried live but teletranscribed (kine) for outlets which take the program on a delayed basis.
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	A Case of Money and Murder - (O) by Gene Watts; with Treva Frazee, Al Ramsen, William Keene, Cy Travers, Joe Colbert; (SD)
LIFE BEGINS AT 80 (Barry)	DuM 9:30	regulars & Giovanni Martinelli (S)

MONDAY OCTOBER 25

Sherlock Holmes	WRCA-TV 7pm	Lady Beryl Case - with regulars & Paulette Goddard; (SW & SD)
CAESAR'S HOUR (Reiner & Morris)	NBC 8pm	regulars & Luis Diaz de Caseres (D), Lilyan Chauvin, Pat Shay, Pat Sales; (SW & SD)
VOICE OF FIRESTONE	NBC 8:30	Martha Lipton (S)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Yoko Matsuo (M), Jeanette Bard (S), The Metrotones Quartet (S) (Mary Ann Shanks, Nelson Miller, Morris Redding, Dan Tatum)
December Bride (Spring Byington)	CBS 9:30	The Accident - (SW) by Parke Levy, Phil Sharpe, Bill Freedman with regulars & Paul Harvey, Robert Burton, Douglas Evans, Norman Leavitt, James Parnell, Brick Sullivan; (SD) by Thorpe
ROBERT MONTGOMERY PRESENTS	NBC 9:30	Remote - (O) by Adrian Spies; with Frank Schofield, George Forrest, Edward Andrews, E. G. Marshall, John Crawford, Ellen Cobb Hill, Fred Maness; (SD)
STUDIO ONE	CBS 10pm	Fatal in My Fashion - (O) by Patricia McGerr, (A) by A. J. Russell; with Charles Korvin, Polly Bergen, Meg Mundy, Shepperd Strudwick, Frank Marth, Charles Andre, Paula Dehelly, Andre Charise, Jacqueline Bertrand, Barbara Nichols, Frances Woodbury, Hope Sansberry, Nicholas Soussanin, Betty Low, Anatol Winogradoff, Suzanne Dadolle; (SD) by Paul Nickell

TUESDAY OCTOBER 26

Ella Raines	WRCA-TV 7pm	Bradshaw Case - (O) by Irving Elman; with John Baragrey, Victor Rendina, Virginia Gilmore, Haila Stoddard, Michael Tolan, Joanne Tree, Douglas Rutherford, Dennis Bohan, Mary Barclay
Waterfront (Preston Foster & Lois Moran)	WABD 7:30	The Sunken Treasure of San Pedro - (O) by Warren Wilson; with regulars & Nestor Paiva, Horace McMahon, James Griffith, Joe Vitale, Paul McGuire; (SD) by Phil Karlson
Cavalcade of America	ABC 7:30	The Forge - (O) by Charles Larson; with George Nader, Kathleen Crowley, Walter Sande, Madge Meredith, Vernon Rich, Russell Simpson, James Seay, Roland Varna
MARTHA RAYE (Rocky Graziano)	NBC 8pm	Louis Jourdan, Denise Darcel
RED SKELTON	CBS 8pm	Laverne & Maxine Andrews (S) (SW & SD, FROM HOLLYWOOD)
The Halls of Ivy	CBS 8:30	regulars & Verna Felton; (SW & SD)
Studio 57	DuM 8:30	So False and So Fair - (O) by James Gunn; with Karen Steele, Paul Picerni, John Lupton; (SD) by Richard Irving
Fireside Theater	NBC 9pm	The Wife Who Lived Twice - (O) by James Atlee Phillips, (A) by David Lord; with John Hudson, Maurice Jara, Marissa Pavan, Lalo Rios, Anne Kimbell, Guillermo Baretto, Tony Roux, Alma Beltran, Julia Montoya; (SD)

TUESDAY OCTOBER 26 (Cont'd)

Danny Thomas (Jean Hagen)	ABC 9pm	Military School - (O) by Robert O'Brien & Irving Elinson; with regulars & John Silver, Bill Bouchey, Douglas Kennedy
Inner Sanctum	WOR 9pm	Nobody Laughs at Lou - (SW) by Doug Johnson; with Joey Faye, David Opatoshu, Joseph de Santis, Eddie Hyans, Martin Balsam, Dennis Harrison; (SD)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	The Scandal That Rocked Paris - (O) by Jerome Ross; with Marcel Le Bon, Gaby Rodgers, Royal Dano, Marcel Hillaire, Arny Freeman, Susan Steele, Guy Sorel, Odette Myrtil, Robert Fortin; (SD) by Robert Stevens
DANGER	CBS 9:30	Pattern of Truth - (O) by Frank P. DeFelitta; with Diana Douglas, Russell Hardie, Tom Gorman, Vince Gardenia, Joe Campanella, Ron Soble, Peter Ostroff, Russell Hebard, William Prince, Peter Gumeny; (SD)
THE UNITED STATES STEEL HOUR	ABC 9:30	The Fifth Wheel - (O) by William McCleery (based on Good Housekeeping), (A) by Irving Gaynor Neiman; with Faye Emerson Franchot Tone, Howard St. John, Margaret Hamilton, Orson Bean Marjorie Barrett; (SD)
LIFE WITH FATHER (Ames & Tuttle)	CBS 10pm	Father and Halloween - (O) by James Clark, Whitfield Cook; with regulars & Ralph Dumke, Norma Varden; (SD, FROM H'WOOD)
It's a Great Life (O'Shea, Bishop, Dunn)	NBC 10:30	regulars & Sheldon Leonard, Robert Forrest, Gil Frye, Ken Christy, Ben Welden; (SW & SD)

WEDNESDAY OCTOBER 27

Wild Bill Hickok (Guy Madison & Andy Devine)	WRCA-TV 6pm	School Teacher Story - with regulars & Emory Parnell, Anne Carroll, Rory Mallinson, Gayelord Pendleton, Don Harvey, Peter Votrian, Jim Flowers, Isa Ashdown, Nadeen Ashdown; (SW, D)
Disneyland (Walt Disney)	ABC 7:30	Preview of series, with Kirk Douglas, Peter Lorre, James Mason seen on set of 20,000 Leagues Under the Sea; Norman Foster, Fess Parker (dir. & star of Davy Crockett); Ward Kimball (dir. of Tomorrowland); Mickey Mouse tribute (PREMIERE)
ARTHUR GODFREY & FRIENDS	CBS 8pm	regulars & Victor Borge (C&M)
I Married Joan (Joan Davis)	NBC 8pm	(O) by Hugh Wedlock, Howard Snyder, Jesse Goldstein, Phil Sharpe; with regulars & Emlen Davies, Paul Keast; (SD)
My Little Margie (Storm)	NBC 8:30	The Shipboard Story - with regulars & John Lupton; (SW & SD)
The New Stu Erwin Show	ABC 8:30	regulars & Willie Best, Harry Hayden; (SW & SD)
KRAFT TELEVISION THEATRE	NBC 9pm	Split-Level - (O) by Charles Mergendahl; with Patricia Smith, Biff McGuire, Frank M. Thomas, Sr., Nydia Westman, Bert Thorne, Jack Arthur, William Martell, Leora Thatcher, Kelcey MacKay, Enid Pulver; (SD)
CHICAGO SYMPHONY ORCH.	DuM 9pm	George Schick (conductor) (FROM CHICAGO)
Adolphe Menjou's Favorite Story	WOR 9:30	Dr. Morley's Daughter - (O) by Nathaniel Hawthorne, (A)-(SW); Keith Richards, Aileen Stanley, Jr., Antony Eustrel, Paul Keast, Adrienne Marden, Tim Ryan; (SD)
Big Town (Stevens&Wroe)	NBC 10:30	regulars & Phillip Pine, Richard Karlan; (SW & SD) (SEEN NET ONLY THIS DATE, ON WRCA-TV Mon 10:30pm)

THURSDAY OCTOBER 28

Foreign Intrigue (Mohr)	WRCA-TV 7pm	F. I. in the Empty Room - (O) by Gene Levitt; with regulars
THE MAIL STORY	ABC 8pm	Homes for Veterans - (O) by Max Ehrlich; with Pat Peardon, Ernest Parmentier, Don Briggs, Arny Freeman, Dots Johnson, Joyce Jones, Russell Hardie, George L. Smith; (SD)
Ray Milland (Phyllis Avery)	CBS 8pm	(O) by Malvin Wald & Jack Jacobs; with regulars & Edna Holland Harry Antrim; (SD)
JUSTICE (Gary Merrill)	NBC 8:30	The Firebug - (O) by Irving Gaynor Neiman; with Harry Townes, Janet Ward, Emmett Vogan, Charles Mendick, Arthur Storch, Rudy Bond, Roy Fant; (SD) by Dan Petrie
SHOWER OF STARS (William Lundigan)	CBS 8:30 (COLOR) (FROM H'D)	Lend an Ear - (O) by Charles Gaynor (from stage play); with Edgar Bergen & Charlie McCarthy (ventriloquist), Gene Nelson (D), Sheree North (D), Mario Lanza (S), Beverly Tyler (S), Giacomo Spadoni (conductor for Lanza); Choreog - Miriam Nelson; Dir by Seymour Berns assisted by Gaynor

TALENT SHOWSHEET (more)

THURSDAY OCTOBER 28 (Cont'd)

Treasury Men in Action (Walter Greaza)	ABC 8:30	The Case of the Tarnished Lady - with Mary Anderson, Steven Bekassy, Kenneth Tobey; (SW & SD)
SO YOU WANT TO LEAD-BAND?	ABC 9pm	Denise Lor (S)
Four Star Playhouse	CBS 9:30	The Adolescent - (O) by Seelig Lester; with Ida Lupino, Robert Arthur, Hugh Sanders, Lewis Martin, Nan Boardman, Hugh Beaumont, John Doucette, Allene Roberts; (SD)
KRAFT TELEVISION THEATRE	ABC 9:30	The Happy Journey - (O) by Thornton Wilder, (A) by Norman Lessing; with Frank McHugh, Mildred Dunnock, Ellen Martin, John Connell, Ronn Cummins, Betty Lou Keim, Rica Martens, Gene O'Donnell, John Becher, Robert Lieb, Susan Dean, Ethel Remey, Michael Everett, Walter Kinsella, Rosanna San Marco, Betty Walker, Patricia Hosley; (SD) by Stanley Quinn
Ford Theatre	NBC 9:30 (COLOR)	A Trip Around the Block - (O) by Victor Wolfson, (A) by Richard Morris; with Jan Sterling, Steve Cochran; Dir by Leslie Kardos
LUX VIDEO THEATRE (James Mason)	NBC 10pm	September Tide - (O) by Daphne DuMaurier, (A) by Sanford Barnett; with Maureen O'Sullivan, John Sutton, Lisa Daniels, Philip Tonge, Ivan Hays; (SD, FROM HOLLYWOOD)
Public Defender (Reed Hadley)	CBS 10pm	Destiny - (O) by Frank L. Moss; with Chris Drake, Barbara Ruick, Lester Matthews, Ludwig Stossel; (SD)
NAME THAT TUNE	CBS 10:30	Judy Holliday

FRIDAY OCTOBER 29

Adventures of Rin Tin Tin (Lee Aaker&James Brown)	ABC 7:30	R. T. T. & the Flaming Forest - with regulars & Tim Considine Roy Robert; (SW & SD)
MAMA (Peggy Wood)	CBS 8pm (COLOR)	The Worst Man - (O) by Jim Shean; with regulars & James Hickman; (SD)
The Life of Riley (William Bendix)	NBC 8:30	The Duck Hunting Trip - (O) by Dick Conway & Roland MacLane; with regulars & June Kramer, Mary Ellen Kay; (SD)
Ray Bolger (Marjie Millar)	ABC 8:30	The Novelist - (SW) by Maurice Richlin, Fred Fox, Stanley Shapiro; with regulars & Craig Stevens, Gloria Pall; (SD)
Topper (Jeffreys & Sterling)	CBS 8:30	The Seance - (SW) by Robert Thomsen; with regulars & Lillian Bronson, Howard Wendell, Rex Evans, Nancy Kulp; (SD)
Schlitz Playhouse	CBS 9pm	The Sensation Club - (O) by L. J. Beeston, (A) by Charles Bennett; with Francis L. Sullivan, Charles Davis, Henry Daniell, Tudor Owen, Queenie Leonard, Paul Cavanagh, Cameron Grant, Will Stanton, Vernon Downing; (SD) by Charles Bennett
THE BIG STORY (Norman Rose)	NBC 9pm	Virginia Marmaduke & Joe Kordick, Chicago Sun-Times - (O) by Gail Ingram; with Sally Chamberlin, Jason Robards, Jr., Madeleine Sherwood, Murray Hamilton, Peggy Allenby, Spencer Davis, Beverly Lundsford; (SD)
THE STRANGER (Robert Carroll)	DuM 9pm	Money, Money Everywhere - (O) by John Gay; with Edward Binns, Woodrow Parfrey, Mary James, Jay Barney, Will Scholz; (SD)
Our Miss Brooks (Arden)	CBS 9:30	regulars & Leonard Smith, Walter Coy, Ray Teal; (SW & SD)
The Vise (Ron Randall)	ABC 9:30	Death Pays No Dividends - with Peter Reynolds, Eunice Gayson
CHANCE OF A LIFETIME	DuM 10pm	Mady Cook (M) & others to be announced

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 22 THRU FRIDAY OCTOBER 29

GARRY MOORE	CBS 10am	Thu - Roger Ray (C); F - The Shyrettos (unicycle), Denny Desmond (C)
THE WORLD OF MR. SWEENEY (Charlie Ruggles, Glenn Walken, Helen Wagner)	NBC 4:30	regulars &: M - MacLean Savage, Harrison Dowd, Floyd Buckley, Charles Mendick; Tu - Marian Shockley; W - Janet Fox; Thu - Lydia Reed; (SD)
MODERN ROMANCES (Martha Scott	NBC 4:45	(O) by Harry Junkin; with Valerie Cossart, Anthony Perkins, Frederick Worlock, House Jameson, Edmond Ryan; (SD)

MAGIC COTTAGE (Meikle)	WABD 6pm	M thru F - regulars & Skedge Miller, Jack Bittner; (SW & SD)
TONIGHT (Steve Allen)	NBC 11:30	M - The DeMarcos (S); Tu - Henny Youngman (C); W - Fred Allen (C); Thu - Joey Faye (C); F - Hazel Scott (M)

SATURDAY OCTOBER 30

Captain Midnight	CBS 11am	The Walking Ghost, listed last week for 10/23, rescheduled for this date; for the record, show at that time was: Counterfeit Millions - (O) by Malcolm Stuart Boylan; with regulars & John Damler, Paul McGuire, Byron Foulger, Robert Crosson
The Range Rider (Jack Mahoney)	WRCA-TV 6:30	Secret of the Red Raven -(O) by Oliver Drake; with regulars & Sherry Jackson, Denver Pyle, Steve Clark, Ewing Mitchell, Gregg Barton; (SD)
MY FAVORITE HUSBAND (Caulfield & Nelson)	CBS 9:30	(O) by Sol Saks, Shirley Gordon, Bill Manhoff; with regulars & Steve Dunne; (SD, FROM HOLLYWOOD)
Donald O'Connor	NBC 9:30	regulars & Fritz Feld, Lillian Bronson, Eileen Janssen;(SW&D)
Willy (June Havoc)	CBS 10:30	Willy & the Crook Julius - (SW) by Bob Fisher & Alan Lipscott; with regulars & Jesse Kirkpatrick, Charles Halton, Lloyd Corrigan, Don Shelton, Jimmie Horan; (SD)
The Lone Wolf (Louis Hayward)	WRCA-TV 11:15	Memo: Jet - (O) by Al C. Ward; with regulars & Lamont Johnson, Sally Brophy, Morris Ankrum, Tina Thompson, John McKee

SUNDAY OCTOBER 31

NBC-TV OPERA THEATRE	NBC 3pm (COLOR)	The Abduction from the Seraglio - (O) by Mozart, translation by NBC Opera Dept; with Virginia Haskins, Davis Cunningham, Leon Lishner, David Lloyd, Nadja Witkowska (all S); Dir by Kirk Browning; Conducted by Peter Herman Adler (PREMIERE)
OPERA CAMEOS (Giovanni Martinelli)	DuM 7:30	I Pagliacci - excerpts from opera by Leoncavallo; with Eva Likova, Frank Eckhart, Angelo Pilotto, Robert Barry, Richard Torigi (all S); (SD)
JACK BENNY	CBS 7:30	Dennis Day (S), Alan Ladd: (SW & SD, FROM HOLLYWOOD)
Pepsi-Cola Playhouse (Polly Bergen)	ABC 7:30	Such a Nice Little Girl - (O) by Lawrence Kimball; with Stuart Nedd, Marguerite Chapman, Vera Miles; (SD)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Nat "King" Cole (S), Andre Segovia (M), Douglas Fairbanks, Jr.; salute to Grantland Rice with Johnny Weissmuller, Earl Sande, Gene Tunney, Jack Dempsey, Vincent Richards, Earl "Red" Blaik (all sports)
General Electric Theatre (Ronald Reagan)	CBS 9pm	The Road to Edinburgh - (O) by Andrew Solt; with Joan Crawford, John Sutton, Christopher Cook, Chuck Connors, Jack Raine; Dir by Rod Amateau
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	A Room for Himself - (O) by D. H. Berry, (A) by David Shaw; with Martin Brooks, Allan Tower, Will Kuluva, Michael Strong, Sheldon Berman, Helen Auerbach, James Broderick, Bernard Kates, Alexander Scourby, Audra Lindley, Bart Burns; (SD) by Bob Mulligan
Loretta Young	NBC 10pm	Girl Scout Story - (O) by Allan Seager, (A) by William Kozlenko; with Beverly Washburn, Christopher Dark, Anne O'Neal, Marshall Bradford, Isa Ashdown, Maria Contreras, Geraldine Hall, Bruce Cowling, Sara Hall, Patricia Iannone, Melinda Plowman; Dir by Jus Addiss
Father Knows Best (Young & Wyatt)	CBS 10pm	(O) by Roswell Rogers; with regulars & Harry & Leon Tyler, Jack E. Stewart; (SD)
The Hunter	NBC 10:30	The Case of the Counterfeit M.P.C.'s - (O) by Stanley Niss; with Galina Talva, Gregory Morton, Victor Sordan, Sally Parrish, Alfred Leberfeld, Wood Romoff, Wallace Rooney; (SD) by Frank McDonald